MAY 9 - 1932

THE Publishers' Weekly

The American Book Trade Journal

62 West 45th Street, New York

VOL. CXXI NEW YORK, MAY 7, 1932 No. 19

Coming August 5th

Willa Cather's *new book*

OBSCURE DESTINIES

containing three long stories: *Neighbor Rosicky*, *Old Mrs. Harris* and *Two Friends*.

The first printing of *Obscure Destinies* ($2.50) will consist of 25,000 copies. It is possible that even in times like these a book of stories by Miss Cather will have an advance of publication sale considerably in excess of this. After all, as I write this we have shipped 122,709 copies of *Shadows on the Rock* (exclusive of the book clubs) to the wholesale and retail book trade of the United States.

There will also be, as usual, a limited, large paper, signed edition—but, in accordance with the times, this will appear in only one form, to retail at $15.00. It will not be as handsome as we have been able in the past to produce at $25.00 but it will be definitely superior to our former $10.00 editions. The exact number printed of these copies will depend on orders received, but I guarantee to fill any order received prior to June 1st. *Will you please cooperate by placing your order at once.*

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●

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THE PUBLISHERS' WEEKLY, 62 WEST 45th ST., NEW YORK CITY. Vol. CXXI, No. 19
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JULY 22nd

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BY

JOSEPH HERGESHEIMER

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These are the facts...

about the Viking books to be published for the next three months. These seven titles are good merchandise—the sort that can be handed out to your customers in search of Summer reading. We present the *Facts* about each book without exaggerations or superlatives.

Hindoo Holiday
by J. R. Ackerley

The Maharajah wanted a friend. Mr. Ackerley wanted the job. The narrative of their friendship in India is already a best seller in England, highly praised by Priestley, Evelyn Waugh, Humbert Wolfe, J. C. Squire, David Garnett and the English press. June 17th. 12mo, cloth. $2.50

Letter from an Unknown Woman
by Stefan Zweig

A woman pours out the story of her great love for a famous novelist who does not even remember her. This novelette is issued in a format similar to AMOK, a best seller last Summer—and at a cheaper price. June 17th. 16mo, cloth. $1.25

Prohibition vs. Civilization
by Harry Elmer Barnes

A dollar book presenting the case against prohibition without bias and from an angle usually ignored. Written frankly and with complete regard to the man in the street.
June 17th. 16mo, cloth. $1.00

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A reprint of the Book of Sport—originally published at $3.50. Famous athletes write on how to play their respective sports for fans of all ages.
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Sheba Visits Solomon
by Helene Eliat

The Song of Solomon set to jazz in a light and satiric novel of the private lives of the not-so-fair Sheba and the not-so-wise Solomon. Profusely illustrated. July 8th. 12mo, cloth. $2.50

Beware of Imitations

From the U. S. Patent Office the editors of this cockeyed compendium have dug up 57 inventions which must be seen to be believed. They are bona fide reproductions of actual patented inventions—drawings and all. July 8th. 16mo, cloth. $1.00

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by Kurt Heuser

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The New GAME CRAZE!

THE ANAGRAM PUZZLE BOOK

By PONTIFEX

May 24th

PUZZLE 2

The shriek had perhaps DOSUNDE with a RAF greater power, to his own startled RASE, than it actually possessed. The town did not awake; or, if it did, the DYOWRS slumberers mistook the cry EEIRTH for something frightful in a MADER, or for the noise of witches; whose SCOVIE, at that period, were often heard to SPAS over the settlements or lonely cottages, as they DROE with Satan HOTHUGR the air. The clergyman, therefore, GRAIHEN no symptoms of disturbance, uncovered his ESYE and looked about him. At one of the chamber-windows of Governor Bellingham's SMANNIO, which stood at MOSE distance, on the line of THROANE street, he DLEHEB the appearance of the old magistrate SLIEHFM, with a PLAM in his hand, a white night-cap on his DEHA, and a long THIWE gown enveloping his figure.

$1.35

**Any bookseller who sends in the correct answer to this puzzle within two weeks after the appearance of this advertisement will be given one copy of* "The Anagram Puzzle Book" *free*

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Proving that the ideal place for a murder you can't solve . . . is a small college town!

BY THE WATCHMAN'S CLOCK

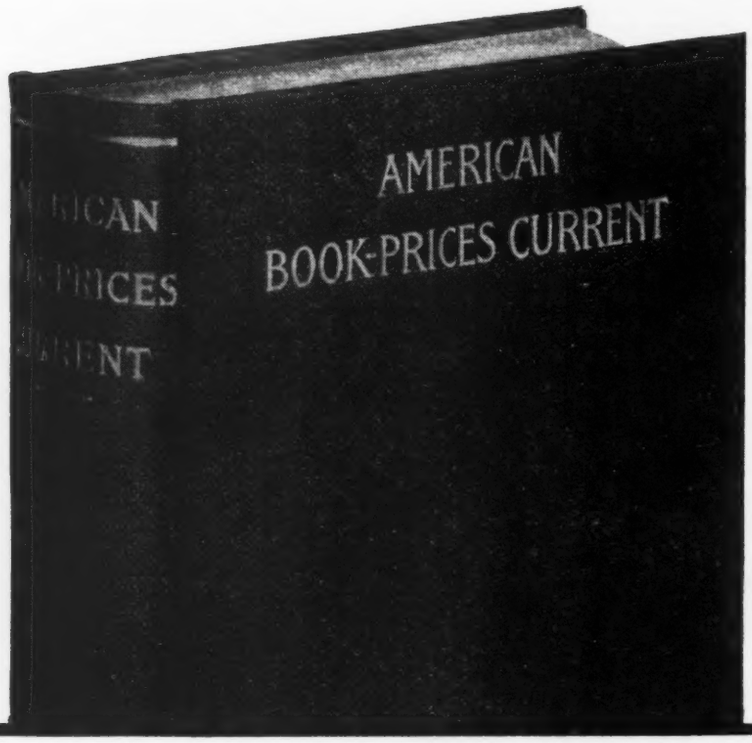
Landover, Maryland—where everyone knew and liked everyone else, where those on the Landover College faculty and their families made up the town's society, where old Daniel Sutton held the declining college in a tight-fisted, multi-millionaire's strangling grip. Then one night someone called on old Sutton and blew his head wide open with a .32 pistol. And that someone was important enough to cause the watchman—who saw the act—to die of sheer horror and fright! An unusual and exciting mystery by the author of **Sound of Footsteps,**

LESLIE FORD

WALT MASON says: "I had a perfectly sumptuous time yesterday reading 'By the Watchman's Clock.' It is a darling of a story. It has all the essentials of a first class mystery yarn, a good plot, entertaining dialogue, real human characters, and a genuine surprise in the last chapter. I wish I could find as good a story, say once a week."

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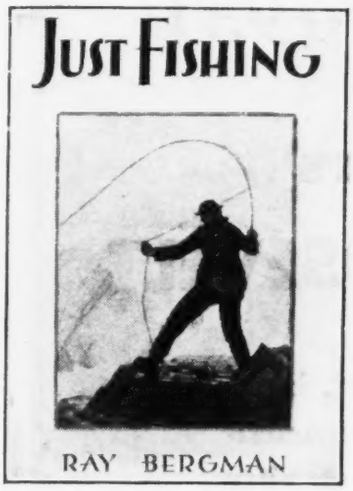
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383 Madison Avenue, New York

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, MAY 7, 1932

A. B. A. Two-Day Conference Convention

Annual Meeting to Follow Lines of Regional Conferences. Banquet-Dance Only Social Feature

TWO DAYS DEVOTED to business are planned for the A.B.A. Convention, to be held May 17th and 18th at the Hotel Pennsylvania, New York City.

The success of the Regional Conferences, as well as the keen interest on the part of the publishers in the program developed at the recent group meetings, indicates the desirability of continuing that work. As a consequence, Tuesday, May 17th, will be devoted to two general round tables for booksellers only. At these meetings, the following subjects will be discussed:

TUESDAY, MAY 17

BUDGETARY CONTROL

The Estimated Sales Budget
The Estimated Purchase Budget
The Estimated Expense Budget
Stock Control

SELLING

"Promotions." The building up of volume through special efforts made in promoting a particular object or group of objects.
Floor Selling
Telephone Selling
"Side-lines"

ADVERTISING

Display Advertising
Direct Mail Advertising
Special Advertising (radio, club contacts, etc.)
Window Display Advertising

BUYING

The use of the Budget and the planning of the season's expenditure
Confirmation of orders

WEDNESDAY, MAY 18

MORNING

General Trade Forum, to which the heads and staffs of all the publishing houses will be invited

AFTERNOON

Executive Committee Meeting
Reports of Officers
Election of Officers

EVENING

Thirty-second Annual Banquet of the American Booksellers Association, to be followed by dancing

All booksellers are invited—even if they are not members of the A.B.A. This is an added opportunity for those who did not attend the Regional Conferences to participate in the Booksellers' Program.

Registration fee (including banquet) $5.00.

Don't forget to ask for your Convention Fare Certificate!

"Business and Business Only"

Ellis Meyers States Aim of Convention in Interview

THE A.B.A. CONVENTION, which will be held in New York, May 17-18, this year will be in the nature of the regional conferences which were held throughout the country this spring and will follow the lines of the program at these conferences, stated Ellis W. Meyers, secretary of the A.B.A., in an interview with a representative of the *Publishers' Weekly* this week. "The program will take up every minute of the two days and will be devoted to business and business only," Mr. Meyers said. "We will work on the lines of the program adopted by the booksellers attending the regional conferences, paying especial attention to new merchandising schemes for bookstores. It will not be the purpose of the convention this year to pass any resolutions. In fact, no resolutions committee has been appointed. The discussion will concern what the bookseller himself can do to improve business by additional promotional effort.

"While the convention will take up the topics of budget and stock control, the groundwork for a financial setup has already been established, and we shall devote most of the time to merchandising problems. A model budget system has already been given to the group cooperating in the A.B.A. program. We shall have reports from these people at the convention to see how it works out.

"Methods and means of getting more business will be the keynote of the meetings. During the regional conferences, every once in a while someone would get up and tell of a merchandising scheme which had been very successful. I am sure that if we can put these suggestions in organized form it will be possible for every bookstore to get additional business. It will be the purpose of the convention to bring out how this can be done. The A.B.A. wants to work out a program of monthly promotion, a new promotion scheme for each month in the year, so that we can do some of the work for the smaller shops."

"The meetings will consist mainly of discussion from the floor," Mr. Meyers added, "although it is our intention to get someone who has done exceptionally good work in retail merchandising to join with us and talk about his methods. We shall also take up the problems of building mailing lists, customer-interest files, and personal selling."

Interest in the convention is high this year, Mr. Meyers stated. Although announcements were sent out only a few days ago, a satisfying number of registrations have already been received. There will be two three-hour sessions on each of the two days of the convention. They will start on time and will be closed only when discussion is completed. Morning and afternoon meetings on Tuesday, May 17th, will be devoted to round tables for booksellers which anyone may attend. Publishers have been invited to attend the Wednesday morning session, which will be a conference on trade practices, and on Wednesday afternoon there will be an executive meeting which only booksellers will be allowed to attend. The Thirty-second Annual Banquet of the A.B.A. will be held on Wednesday evening and will be followed by dancing. Speakers at the banquet will be Clarence B. Kelland; Homer W. Smith, author of "Kamongo," and Laurence Gould, the author of "Cold." George W. Jacobs, the present president of the Association, will act as toastmaster.

Mr. Meyers urges all those who intend to come to the convention to secure Convention Fare Certificates. These should be requested when the ticket is bought and will entitle the holder to a 50% reduction on his return fare if 125 certificates are turned in at the convention.

Publishers who wish to contribute souvenirs for the banquet should get in touch with Mr. Meyers at the A.B.A. as soon as possible.

Fourteen Points

Marion E. Dodd

of the Hampshire Bookshop, Northampton, Mass.

(*Continued*)

Price Maintenance, Remainders, and Purchasing Methods

I

Price Maintenance

IF THE BOOKTRADE needs a lawyer to help get the equivalent of price maintenance, it would pay to borrow money and tell him to go to it. Certainly maintaining prices of books is essential to a healthy condition in the booktrade and the majority of legitimate booksellers have always held this position.

If the price cutters, for advertising purposes wish to sell books below cost, and put on a spectacular melodrama concerned with a descending price race with a store on the block below, why should the publishers care or worry when their immediate profits are swelled and puffed on such golden days? This indifference bred by a quarter of a century of custom and resignation to the Sherman law is turning out to be rather ghastly in the long run. Publishers seem to welcome their helplessness in the face of legislation passed in a business era which is now in the process of being reshaped. Are there not ways and means of making it difficult, more difficult at least, for these people to cut book prices for advertising purposes? Yes, there are—until the whole booktrade can cooperate and try to secure again from the legal standpoint assurance that book prices will be maintained. To quote from "Price Cutting and Price Maintenance" by Seligman and Love (Harper):

"While not so effective as the agency or consignment system, a far greater popularity is enjoyed by the refusal-to-sell method of maintaining prices. The net result of the decisions has been to establish beyond the peradventure of doubt the right of refusal to sell, but to take away substantially all of the means calculated to effect this right. After all is said and done, however, the method of maintaining prices by eliminating so far as possible the price-cutting distributors remains at present the one possible method open to producers who sell general merchandise."

If the Capper-Kelly bill which made progress last year even though it did not reach discussion in the Senate, needs a boost from the booktrade, this boost ought to be one of the major operations of publishers, authors, booksellers, bookbinders and printers this coming year.

Now that remainder firms have used cut prices to sweeten their lists of plugs, we have two types of unfair competition. I shall steer clear of book clubs in this article, but if you count one book club which has based its campaigns on misrepresentation to the public from its inception, the figure two may be changed to three.

The most adequate summary of the problems of price maintenance is by E. R. A. Seligman and R. A. Love as quoted above. This book should be widely read among the booktrade as it contains a simple summary of past history (including the Battle of the Books) and suggestions as to what may be done to get relief. Professor Seligman says: "If the price cuts on a few articles, to which prominence is given in the advertisements, strengthen the claim of the store to be a general low price shop, which can afford low prices because of low costs, they will have attained their purpose *even if each of the price-cut articles is sold at a loss.* For these losses will be more than compensated by the sale of non-cut articles, the high prices of which will not be apparent to the customer who has no opportunity of exact comparison and who is deluded by the general reputation of the store."

And to quote again: "Although there are some mail-order houses which make a specialty of cut prices on books, important price cutting in this industry seems to be confined to department stores. The publisher's suggested price is always stamped

on the jacket; hence the extent of any price cutting is evident to the purchaser at a glance. Furthermore, there is no opportunity for substitution or deception as to quality such as may take place with other merchandise. Finally there is no need for skillful selling efforts by the clerks, since books sell themselves to customers who come in knowing exactly what they want or ask for nothing more than an opportunity to browse about and make choices for themselves. These characteristics of books adapt them peculiarly well for use as "loss leaders," with the result that many department stores which specialize in price appeal make the book department a "prestige" department. The purpose of a pricing policy is illustrated clearly enough, however, by the fact that the service given is not so good as that given by the ordinary bookstore. An instance is the refusal of the management to give any information about books over the telephone; anyone who wants to know about the books has to come into the store."

When Mr. Seligman wrote this he was not sufficiently informed on the price cutting of book mail order houses, which has been on the increase these last five years and especially during 1930-31. When you consider that these lists go all over the country, this phase of price cutting is just as serious a menace for the booktrade as department store price cutting at the present time. If the city bookstore has to buck certain cut-throat competition in New York, Philadelphia or Chicago, certainly all the bookstores outside the large cities have a worse time with both clouds on the horizon.

Also, Mr. Seligman is rather naïve about his remark that books sell themselves without effort of the human mechanism! Every intelligent bookseller or clerk has his own special customers and can make or break a book in almost every instance. College faculties are the only class of readers (of course there are other individuals) who do not require information in a bookshop and, as Mr. Seligman belongs to this group, it is not strange that he has no specific information about the readers who love to read but who are not able to put books into categories of exclusion and inclusion. The general reader is more likely to be keen for all kinds of books and therefore requires an expression of opinion or general information concerning book and author. The complaint often heard that book clerks are ignorant of what they are selling is often justified, and as I have said elsewhere is the fault of bad business methods, originating in the publishers' inner sanctums which have distinctly affected the attitude of the bookseller.

Why not draft Prof. Seligman to advise the booktrade how to proceed to legitimize the policy of "refusal to sell," as a practical system? We would be one unit only of enormous business interests in the country, but a unit which is bound by a unity of purpose sometimes unexpectedly turns into a depth bomb.

The booktrade as a whole has made no effort to tell its public the truth behind this cut-price business. Both the A. B. A. and the N. A. B. P. would do their members a great service if they could *now* do some national advertising by means of newspaper and periodical advertisements *now* running, supplemented by short articles on the advantages of trading with a legitimate bookstore of recognized integrity, emphasizing extra service in dollars and cents. The pubishers could back the legitimate bookstore by emphasizing the fact that *we are their representatives* and can give all kinds of information about their publications, and authors and advance plans. This sentence or its equivalent should be in every ad changed cleverly from time to time to attract attention.

II

Remainders

Directly connected with price maintenance is the problem of remainders. We shall have to admit at the outset that there will always be remainders, just as there will always be "sales" of other kinds of merchandise, due to over-estimating demand, wrong pricing, and poor methods of advertising and marketing. Remainders in themselves reduced to a minimum could be turned into a good feature of the book business. In legitimate bookstores where prices are maintained, it is an advantage to have bargain books. They are extremely desirable for readers who may get much satisfaction in finding just what they want at a much reduced price. Opportunities should be seized to get bargains for special

customers, making firmer friends for the bookshop and proving that their special interests have been kept in mind. It makes any store well rounded in price range. I am not interested in serving only a public with plenty of money to spend lavishly on all the books in creation—the laboring man, professional men and women, and all the range of humanity are welcome in the Hampshire Bookshop. To serve these different people, there must be a wide price range, and remainders could be a solution of many difficulties along with the dollar reprints, if handled with the rudiments of common sense.

Publishers now compete with their distributors in the worst possible ways. They want the booksellers to carry staple stock and then they suddenly unload a title completely or by enough copies to reduce their stock to what is for the moment normal. The result is well known among booksellers. Books which they have considered their bread and butter, suddenly appear on remainder lists at less than one half the wholesale price. Then no amount of explanation can convince the ordinary bookbuyer that he is not being done at the bookstores. Why should he pay $2.50 when he can get the same thing for 59c., or $5.00 when he can get the same thing for $2.40? Why indeed? There is something rotten not only in the state of Denmark but in the state of the relationship between publishers and booksellers. It is bad enough to have remainders dumped outside the retail trade, but to dump them without notice is asinine—simply asinine. To try to explain why you have Sainte-Beuve "Portraits of the 17th and 18th Century" at $7.50 each and why they are on a remainder list at $4.50 for the two, as new, is a gay job. In this case I returned the copies ordered from the publishers, and purchased from the remainder firm, as these books are standard in a college town, and I shall keep them on the shelves while they are available.

By remaindering books without notice, publishers are throwing a boomerang which is going to hit them so hard on its return journey that they will wonder where the booksellers have gone. No bookseller is going to subject himself indefinitely to a series of such incongruous business situations. Do the publishers realize that by this and certainly one other custom (see no. 6) they are making the reading public question the honesty and business acumen of bookmaker and bookseller with all the emphasis on the latter?

The remedy for this condition is the immediate cessation of remaindering books except through the booksellers, notice to be given at least four months before this is done.

Reducing the quantity of titles going into the remainder class could be reached by throwing into the discard the competitive idea of a "rounded" list every spring and fall. In the process of "rounding," a lot of stuff is admitted to lists for emphasis on different *kinds* of books rather than the book itself. Doubtless publishers like Kinsey, who have a definite public in mind for one kind of book, will have fewer remainders than a publisher who plays with all the classifications of knowledge. Both kinds of publishing are desirable, for there are all kinds of tastes to be roused and satisfied. If a bookseller does not care to dabble in them all, it is certainly his privilege to choose carefully his merchandise according to his own interests and the public he has selected to serve. Publishers seem to forget this important fact, and try to force by short discount threats, and other methods, the carrying of whole lines. This is the wrong way to sell their books, and again contributes to sloppy buying and the confusion of booksellers. Emphasis should be put on the individual book according to the kind of bookstore. W. W. Norton and Simon & Schuster seem to do this well.

III

Absurdities in Present Method of Purchasing

It is a common opinion apparently among publishers that the best bookseller is not a reader and that the fact that he deals in books does not put him under any obligation to taste his wares. The best grocers know what their oranges and cheese taste like, butchers know their meat by the smell and color and stationers know the quality of their paper by feel and appearance. But these manufacturers of books apparently think that there is more chance to sell their whole line if it is not scanned too closely, just taken on the salesman's sayso, reading the favorable book re-

views and going to it—the public will select an attractive jacket with a little urging bluff, go off with the book. There will be a song on the cash register, and that will be all. How simple! All the bookseller's time can then be devoted to his business, his stock card system and his turnover! Chorus: "Under present conditions many a turnover will be made in the grave!"

I have been increasingly amazed as the years roll by that publishers themselves read so few of their books after they are chosen by their editors with all the financial risks and reputations involved. The powers delegated to readers of manuscripts put them in a highly competitive class of little Balboas, discoverers of talent and genius which can crystallize or solidify some volatile experience still infused with the elements of life. These little Balboas gaze upon an ocean more exciting in the matter of area and content than the great Pacific. The adventures of manuscripts now told only in fugitive bits here and there would not only make a very exciting and amusing book, but would be a useful reference volume for all of us involved in the booktrade. It would be a case book in hunch, wisdom and stupidity.

To the salesman at the other end of the chain is delegated the job of selling books he has not read, to buyers who have no chance to see what they are buying. Dope on each book sometimes comes down through the editorial department via the sales talks by the sales manager, and reviews can often be produced from New York papers. Jackets, covers, and lists of contents are usually available, but where is the book? Buy it and see at full price, or go 50-50 with the publisher on a dealer's copy, or in some way get galley sheets or a copy in advance of the date of publication. From the time the manuscript leaves the person who makes the final editorial decision, the contents of the book get scant attention until the book reaches the reader, or the ash can.

The salesman has an impossible job on the face of it. The plan of sending salesmen around with jackets and covers is just as dumb as the dummies. If a stunning jacket helps sell the book, it gets a wrong start, for even though the bookseller may be caught by color and design, *a book is written to read.* A complete résumé of the plot by the salesman does not help, neither does the fact that some other bookseller has ordered 100 copies. If the salesman is a bookish man and has read the books and can give an interesting opinion of them, the dates of publication, price changes, future plans, news of authors and suggestions concerning some definite sales methods for individual books from his wide experience, then he is doing a desirable service. But all this could be done by mail with more accuracy. The book information sent out by Houghton Mifflin, Harper, Viking, Scribners, etc. with interesting facts of all kinds concerning new publications is most welcome and in most shops *read.* The salesman method is wasteful of time, money and energy, all needed elsewhere. The recent decision of certain houses to combine in the use of a sales force on the road is hopeful, but it could have been done long ago, thereby reducing the cost of distribution. There are exceptions of course. Three or four men who have called in Northampton fulfill most requirements and are of the greatest assistance in many ways. If the salesman method has got to stay, there are many other ways in which the personnel might function, to increase the knowledge of the bookseller. Practically nothing is done between visits by the salesman, because "the house" decrees that book information etc. should come directly from headquarters, and yet the salesman supposedly knows the special taste or stock of his customers.

How to get certain books to those booksellers who prefer to buy from personal knowledge rather than jackets is difficult, but dealers' copies with a paper cover, dealers to be charged with postage, could be sent on request from fall and spring lists, or a great deal more emphasis could be put on buying trips to New York and Boston, where there should be centers, with new books of all publishers to be looked over at leisure. This is done in other lines, why not for books? More specific knowledge of the requirements of different classifications of stores would indicate that certain booksellers would be interested in books which fall within a well-defined circle of demand. These books should be sent to dealers automatically for inspection.

My objection to the present plan is its

inadequacy and unsoundness. Time was when a room at a hotel was taken, and you could at least see the spring and fall lines complete, or trunks were opened up in the bookshop. The war changed all that, and the change from train to automobile where a couple of brief cases were preferable, has reduced the method to its present absurd state. There are only a very few publishers who equip their salesman with complete books. Experienced buyers have developed a skill in getting the gist of a book at a glance, its personality and salable characteristics, but this is bound to be superficial even with the most "acumenous" buyers.

I consider that ignorance of the book published and books sold is responsible for half of our difficulties.

IV

Bookshop Distinctions

Specialization in books has come about with piece work in factories and medicine. There are the following distinct classes of shops:

1. The general city and suburban bookshop.
2. The small quite personal bookshop, reflecting the tastes of its owner.
3. Specialized shops, selling travel, art, religion, sport, science, children's books, books on the sea.
4. The college bookshop.

And so on.

So far as I know there has been no definite effort on the part of the publishers to serve these different kinds of shops according to the kind of business they do, nor do the salesmen do any preliminary work in laying emphasis on certain types of books for specialized trade.

The privilege of exchanging stock in good condition within a one year period for other more salable stock of equal value, would mean a more complete representation of new books. Arrangements should be made only with those individual booksellers who are careful buyers and would welcome such a chance to cooperate with publishers on difficult titles with the certainty of not getting stuck. Why shouldn't the bookseller consider that he is extending a privilege to the publisher in consenting to give space to a display of certain books? Where stock is carefully chosen and space is small, I cannot see why the privilege is not worth a good deal of practical consideration on the part of the publisher. Favors are not all cast in one direction as is sometimes taken for granted, and many booksellers earn all the cooperation that certain publishers see fit to extend, and tangible good will is a spur to more sales and business loyalties.

This is one of the points which could be amicably discussed with a view to its adoption. The Viking Press plan has a snag or two in it that makes it to me undesirable, but it is a move in the right direction.

An outline of the fourteen points in recapitulation is:

1. Price Maintenance.
2. No remaindering except through the booksellers with four months notice.
3. Abolition of the present wasteful plan of sending salesmen around with jackets and dummies and substitution of a plan whereby booksellers know the contents of books before outright purchase.
4. An agreement for exchanging (within one year) stock in good condition for other faster-moving stock.
5. Establishment of an annual remainder sale.
6. The abolition of two editions of general trade books—text and trade.
7. 40 per cent flat discount.
8. More consultation with booksellers on what the public wants.
9. Decrease in book prices.
10. Informal groupings of stores with similar outlook for cooperative buying, joint advertising, conferences concerning merchandising methods and the books themselves.
11. A realization by the publisher that in the long run a bookseller who knows the contents of his books is worth more to him than all newspaper advertising.
12. More consultation with booksellers on what sells books.
13. A joint meeting alternately in the East and West of booksellers and publishers.
14. The abolition of bad trade practices as listed under point 14 in the preceding installment.

(*To be continued*)

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

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May 7, 1932

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

Pulling Together

There has never been a time in the industrial history of this country when it was more important for every branch of a trade to pull together for the stabilizing of business. Fortunately for the book industry, there has been a steady improvement in mutual understanding in the past few years, but what has been accomplished is but partly adequate, for the strain to which the industry is now being put both by the general trade conditions of the country and by the serious problems that have developed in our particular industry in the past year or so.

There is still too great a tendency among booksellers to believe that all publishers are plotting for the bookseller's discomfort, and far too many publishers have little first hand knowledge of what the problems of retail distributors are.

The booksellers in their report from their district conferences and at their coming convention will present to the publishers their analysis of the problems of distribution. They have brought together in these conferences the best minds of the industry and have endeavored to present problems in a calm and logical manner. Such proposals must receive careful consideration from the producing end of the business. If some of the suggestions cannot be carried out, the answers and explanations should be carefully prepared and specific. Publishers may find suggestions with which they feel they cannot agree, but they must understand that booksellers are presenting their plan believing that there is desperate need at this time for consideration of any program that may strengthen the retail outlets.

It seems evident that publishers are all conscious that, whatever supplemental outlets have been developed for popular series and lower priced books, a well-balanced publishing program cannot be carried out without general bookstores and book departments, and the health of these outlets is the first problem to be faced in today's situation. Publishers are aware, too, that the rapid growth of the rental library has changed the channels of distribution for popular fiction, but they surely do not wish to see, even for fiction, the rental library become the chief outlet as in England where it is the chief distributor of all books.

The publisher cannot but be affected by the current of business discussion in the country pointing to the fact that in a decade the ability to produce shot far ahead of distribution and selling and that the producer must see the product through its various processes or production is futile. To produce an article of merchandise and then feel that one's hands can be washed of responsibility is not the attitude being taken in industry today. Many of the men now in publishing served an apprenticeship on the road and have some conception of distribution problems, but booksellers have many evidences in their correspondence and in conversations of lack of full understanding of book distribution difficulties on the part of those who are selecting and printing books.

There is, on the other hand, a tendency among booksellers to think that a publisher's balance sheet is simple as compared to their own, and dealers have shown no more inclination than publishers to investigate conditions under which the "other half lives." They know that publishers set both the retail and the wholesale prices, decide where and how to sell their books, when and how to advertise, and they know the

high pressure that is put on them to buy each and every title; they do not always note, however, how many thousands of publishing dollars must be thrown into apparently promising projects for the chance of winning out, of how often mere accident controls the year's balance, of how often a more stable department, like the educational department, must hold up the trade department, of how often long and arduous planning leads to no result, heavy traveling expense leads to few sales, large advertising displays produce no results. Publishing is no sinecure either for invested capital; there are evidences of this in boom years and many more in years of depression.

It is hoped that many heads of houses will attend the Booksellers' Convention and representatives from the various publishing departments: editorial, manufacturing, advertising and sales.

This month of May, 1932, calls on both publishers and booksellers for tolerance, good sense, and mutual respect. May we come through the weeks of trade conferences with a clearer program and increased confidence in the future.

No Good Is Done

AMONG CURRENT PUBLISHERS' announcements there are three that will increase the public's confusion as to values in books. "The Stag at Eve" which was published by Farrar and Rinehart last November is now offered by the Garden City Publishing Company at $1. To be sure the "Bally-hoo" picture book was jobbed almost immediately after publication which was bad enough but that was a failure from the start. "The Stag at Eve" was one of the bright spots of December selling.

Simultaneously, Blue Ribbon Books announces "The Washington Merry-Go-Round" as an August publication. This is fourteen months after publication while the agreement reached in the trade last year was for a two year period on non-fiction. That agreement on reprint dates was a sound effort to stabilize the book business. Was it so poorly conceived that it should be thrown out now?

The other announcement which we see with regret is the use of April's sales success "Recovery" as a free gift offer in a full page Book-of-the-Month Club promotion. Ten thousand buyers of the book will remember the word *free* when next at a book counter.

College Bookstore Association Convention

THE TENTH ANNUAL CONVENTION of the College Bookstore Association will be held at the Hotel Pennsylvania in New York City May 16-19, coinciding with the convention of the A.B.A. On Monday forenoon, following registration, the president's address will be given, and there will be a business session for the purpose of revising the constitution and by-laws of the Association. This will be followed by an open forum. Monday afternoon will be devoted to a review of the Cheney Report and a discussion of the trade book department in the college bookstore. During the evening the executive committee will hold a meeting. On Tuesday and Wednesday joint meetings will be held with the A.B.A. convention, except that Wednesday afternoon will be devoted to a discussion of the textbook problem by both booksellers and publishers.

The Thursday forenoon session will be devoted to a discussion of merchandise other than books. Cooperative buying will be stressed, and addresses will be made by Mr. Boffey of the *Purchasing Agents Magazine* and R. B. BeVier, president of BeVier & Co., on that subject. The annual business session, including the election of officers comes on Thursday afternoon.

Publishers' Output Shows Little Decrease in Number of Titles

WITH THE TOTALS of four months of publishing output now available for study, it is found that in spite of the times, American publishers have as yet found no way to cut down to any appreciable extent the number of their new titles. The totals of books so far received for entry in the *Publishers' Weekly* show a drop of but 200 from the 3,300 of last year, a decrease that relieves the pressure at the distribution point but little. The fiction total is even higher than last year, and only juveniles show any decided effort at production control. The increases in economics and science might have been expected.

Weather Fair

P. W. Form-Sheet

Neck and Neck

THE GOOD EARTH. By Pearl S. Buck. John Day, $2.50.	The Pulitzer Prize more than confirms its lead. "The Good Earth" and the three novels that follow are undoubtedly the national Big Four in fiction.
THREE LOVES. By A. J. Cronin. Little, Brown, $2.50.	3rd printing. The winner at Scruggs, Vandevoort, Barney in St. Louis, Brentano's in Washington, Preston & Rounds in Providence, etc.
BRIGHT SKIN. By Julia Peterkin. Bobbs-Merrill, $2.50.	First in N. Y. according to the *Times*. The publishers find that "masterly" was the adjective most frequently applied to the book by reviewers. Leads both fiction and non-fiction says *The Retail Bookseller*.
MAGNOLIA STREET. By Louis Golding. Farrar & Rinehart, $2.50.	Sold 5,000 copies in the last two weeks. The best in fiction at B. Gertz in Jamaica, Abraham & Straus in Brooklyn, Brentano's in Chicago, etc.
ONLY YESTERDAY. By Frederick L. Allen. Harper, $3.	Still leading the non-fiction field.
THE EPIC OF AMERICA. By James Truslow Adams. Little, Brown, $3.75.	111,000 and still going strong.
RECOVERY. By Sir Arthur Salter. Century, $3.	This has been reported first by many stores. The Book-of-the-Month Club has picked it as a gift horse.
A FORTUNE TO SHARE. By Vash Young. Bobbs-Merrill, $1.50.	Fourth on Baker & Taylor's list, second in Atlanta, according to the N. Y. *Times*.
ONCE A GRAND DUKE. By Grand Duke Alexander. Farrar & Rinehart, $3.50.	6th printing. A best seller in Philadelphia, St. Louis and New Orleans according to the *Times*.

Betting Favorites

OLD WINE AND NEW. By Warwick Deeping. Knopf, $2.50.	On its tenth day of publication reported a best seller in Philadelphia, Atlanta, Chicago, and St. Louis by the N. Y. *Times*.
A MODERN HERO. By Louis Bromfield. Stokes, $2.50.	The critics were divided, but even so the *Times* finds it the best seller in Philadelphia, and third in Atlanta and St. Louis, four days after publication.
CAPTAIN ARCHER'S DAUGHTER. By Margaret Deland. Harper, $2.50.	Johnson's in Springfield, Mass., reported it first in fiction during April.
HEAT LIGHTNING. By Helen Hull. Coward-McCann, $2.50.	Best on the tracks in N. Y. and vicinity, though Brown's Book Store way out in Long Beach, Cal. says it's one of their best-selling new books.
LORD OF LONELY VALLEY. By Peter B. Kyne. Kinsey, $2.	Though he got off to a slow start this old-timer is making up for it now. Third on Baker & Taylor's list of fiction.
THE GREEK COFFIN MYSTERY. By Ellery Queen. Stokes, $2.	The *Times* finds it the third choice in fiction at the Washington stores. The Bookshop in Morristown, N. J. reports good "first" sales.
NONSUCH. By William Beebe. Brewer, Warren & Putnam, $3.50.	A best seller in Pettibone McLean's in Dayton, Witkower's in Hartford, Wanamaker's in Philadelphia, and many other stores.
EXPRESSION IN AMERICA. By Ludwig Lewisohn. Harper, $4.	Selling well at the Beacon Book Shop, N. Y., Travers Book Store in Trenton, Brentano's in Washington, etc.
GOD AND MY FATHER. By Clarence Day. Knopf, $1.	Good for a plus sale to practically every customer at the Sunwise Turn in N. Y. Putnam's store has sold more than 50 copies.

P. W. Form-Sheet

Track
Fast

At the Post

TWENTY THOUSAND YEARS IN SING SING. By Warden Lewis E. Lawes. Long & Smith, $3.
Given the leading review in recent papers. The publishers sum up its appeal nicely, "because half the country has a morbid interest in prisons, and the other half a humanitarian one."

STATE FAIR. By Phil Stong. Century, $2.50.
The only title rated A.A.A. in the May American News bulletin.

MAIDS AND MISTRESSES. By Beatrice Kean Seymour. Knopf, $2.50.
Sexy, but a good story. The N. Y. *Herald-Tribune* says "the novel is as likeable as it is readable."

MINUTE STORIES FROM THE BIBLE. By Alfred Skrenda and Isabel Juergens. Grosset & Dunlap, $1.
In the same format as "Minute Biographies" which sold 100,000 copies.

BANANA GOLD. By Carleton Beals. Lippincott, $3.
The reviews are good, and his "Mexican Maze" was one of the A.L.A.'s "Notable Books" of 1931.

TOPPER TAKES A TRIP. By Thorne Smith. Doubleday, Doran, $2.50.
Not up to his recent novels, but will sell any way to the devotees.

MEMOIRS OF PRINCE VON BULOW. v. 3. Little, Brown, $5.
The Bookshop in Morristown, N. J., says their advance orders indicate an even better sale than on the first two volumes. This one covers the war years.

ACROSS THE GOBI DESERT. By Sven Hedin. Dutton, $5.
In the publishers' opinion the most important of their May books. By a noted explorer.

TEN THOUSAND LEAGUES OVER THE SEA. By W. A. Robinson. Brewer, Warren & Putnam, $3.50.
A swell adventure narrative by an author who sailed around the world in the smallest ship that ever made the trip.

A PICTURE OF AMERICA. By Charles Cross. Simon & Schuster, $1.50.
It doesn't matter whether your customers can read or not. This is the tabloid "Only Yesterday"—about the past two years.

Dark Horses

DISTRICT NURSE. By Faith Baldwin. Farrar & Rinehart, $2.
May 23. "The typical Faith Baldwin best seller and best renter,"—*The Retail Bookseller.* "Money-in-the-sock"—Donald Gordon.

THE FOUNTAIN. By Charles Morgan. Knopf, $2.50.
June 1. Giving the first place in the current Knopf list to "The Fountain," Mr. Knopf says, "This novel has moved me more than any book you will find described in the pages that follow."

HAVE-HIS-CARCASS. By Dorothy L. Sayers. Brewer, Warren & Putnam, $2.
May 13. Lord Peter Wimsey is a favorite sleuth. "Good sales" says *The Retail Bookseller.*

THE BLACK SWAN. By Rafael Sabatini. Houghton Mifflin, $2.
May 18. Everyone seems to agree that the old Sabatini of "Scaramouche" and "Captain Blood" is back again.

THE JOURNAL OF ARNOLD BENNETT. v. 1. Viking Press, $4.
May 20. Important? Certainly! Sales? Uncertain. Though we've had our ears to the ground we haven't heard the thunder of hoofs as yet.

MEN AND MEMORIES. v. 2. By Sir William Rothenstein. Coward-McCann, $5.
Anyone who bought volume 1 is a possible purchaser of volume 2—if he's still listed in Bradstreet. Sometime in May.

WHAT WE LIVE BY. By Ernest Dimnet. Simon & Schuster, $2.50.
May 26. Tipster Gordon says, "We think this one certain of a good sale," but we persist in being skeptical.

LARK ASCENDING. By Mazo De La Roche. Little, Brown, $2.50.
July 15. If you're selling firecrackers as a sideline hold over some to announce this colt's arrival. Incidentally, it's not a Whiteoak.

Jewish Book Week—May 22-28

Fanny Goldstein

Librarian, West End Branch Library, Boston

THE IDEA OF using books of Jewish interest as a supplementary phase of modern Jewish education was first introduced by the Boston Public Library in 1925. At that time, a unique and outstanding exhibit of books was arranged. Some two hundred titles in English of interest to Jewish readers were assembled. This month plans for national Jewish Book Week are again going out. It will be observed this year from May 22-28. Its purpose is to bring the value of Jewish literature to the attention of Jewish readers especially, and of the general public. Synagogues, schools, bookstores, libraries, and other forms of communal organizations are asked to feature the occasion.

Jewish Book Week was first conceived as an attempt to reawaken race consciousness through literature, with the hope that it might result in promoting happier, more self-respecting Jews, a better racial understanding between Jew and Christian, more tolerance, and a finer type of American citizen. The Boston Public Library, recognizing the importance of the Jewish Renaissance movement in America has made every effort to promote its valuable Jewish collection. Last year during the observance of Jewish Book Week, many of these priceless possessions were displayed in the main exhibition room of the Central Library. In conjunction with this exhibit, twelve of the Branches in the Library System working with a Jewish constituency, concentrated on a plan of special exhibits, featuring different subjects.

The success of all this exhibit work has been most gratifying, and has brought forth much favorable comment. In addition to these exhibits a special program on "The Jew in Literature" with distinguished speakers, was held in the lecture Hall of the Main Library. This year with the announcement of Jewish Book Week for May 22-28, a Boston committee has already been formed to make plans for the proper observance of this Jewish holiday.



Exhibit of books by and about Jews in the Boston Public Library



Henry F. Pringle



Pearl S. Buck



George Dillon

Pulitzer Awards Announced

ANNOUNCEMENT WAS MADE on May 3 of the Pulitzer Prize awards for 1932, by the Trustees of Columbia University. Awards in letters were made to Pearl S. Buck, George S. Kaufman, Morrie Ryskind, Ira Gershwin, General John J. Pershing, Henry F. Pringle and George Dillon.

"The Good Earth" (John Day), which received the $1,000 award for the best novel published during the year by an American author, has been a best seller throughout the country for the past fourteen months. It was chosen by the judges "for its epic sweep, its distinct and moving characterization, its sustained story-interest and its simple and yet richly colored style."

The drama prize is a little more unusual. The $1,000 award in this field was given to "Of Thee I Sing," by George S. Kaufman, Morrie Ryskind and Ira Gershwin (author of the lyrics), which has been playing to a full house at the Music Box Theater in New York and is published in book form by A. A. Knopf. As a comment on this award the judges say, "This award may seem unusual, but the play is unusual. Not only is it coherent enough to class as a play, aside from the music, but it is a biting and true satire on American politics and the public attitude toward them. Its effect on the stage promises to be considerable."

"My Experiences in the World War" by General Pershing (Stokes), which received the $2,000 prize for the best book of the year on the history of the United States, is considered "the most authoritative, the most penetrating and the most decisive account of our own part in the war." It presented, the judges felt, "a finer spirit in narration than any of the others, more objectivity, more fullness, more balance."

The biography award of $1,000 which is given to "the best American biography teaching patriotic and unselfish services to the people, excluding as too obvious the names of George Washington and Abraham Lincoln," has been made to Henry F. Pringle for his "Theodore Roosevelt." In the opinion of the judges "Mr. Pringle's book presents a vitalized portrait of an outstanding American. It seeks to strike a fair balance where that—in a time so near to the subject—is difficult to achieve. It is well documented and well written. It is especially valuable for its candor and its human quality."

For his book of verse, "The Flowering Stone" (Viking), George Dillon is the recipient of the $1,000 award for the best volume of verse published during the year by an American author. Of the four or five volumes most seriously considered for the prize, the judges considered this "the most original and authentic." Some of the poems were called "exceedingly beautiful."

Customers' Choice

INTO THE DOUBLEDAY shop in 1 Wall Street one day this week walked a Chinaman, asking for a guide to New York. The manager had no inexpensive guides, but brought out, hopefully, Rian James' "All About New York." The Chinaman



Laura Adams Armer receiving the Newbery Medal from Emma Lee, chairman of the Children's Librarian Section of the A. L. A.

picked it up, murmured "Magnificent!", paid his $2.50, and left with the book. The next day appeared a second Chinaman who asked for the same book. When it was brought he, too, murmured "Magnificent," and walked to the door of the shop, signalling. Two more Orientals joined him. Each picked up a copy of the book, each murmured "Magnificent!", laid out $2.50 and departed bearing his book.

The same shop was considerably mystified by a deluge of brokers asking for "Mallorca the Magnificent," a *Century* book published a few years ago. After a number of copies had been sold, Porter Lee, the manager, set about finding the source of the demand. He discovered that a cruise to Mallorca was being organized for brokers, the chief attraction being that one could live comfortably there on as little as $3 a week or less. Rumana McManis in the Hidden Bookshop says that her brokers are reading "Isles of Eden," which tells how a family can live in the South Seas for $10 a month.

Miss McManis says, too, that her sales depend greatly on the national state of mind. "A period of suspense" she says "hurts business more than a slump." When something is in the air, brokers collect in corridors or in the office after hours to talk and worry, and they don't buy books. If prices are going down, but there isn't any suspense, they still buy. The same thing happened, she says, at the time of the general strike in England. Business was good then, but financiers spent so much time discussing what might happen, that they didn't read.

An old story in new dress comes from the *Columbia University Press* this week. It seems that an alert young salesman from a news clipping bureau noticed favorable press comments on the first complete edition of John Milton's works, and wrote to ask if Mr. Milton would not like to subscribe for the service!

Every once in a while we find a shop that sells and sells a comparatively obscure title. Usually this is because of the bookseller's personal enthusiasm. Elise Noyes of the Stamford Bookstore, for instance, continues to sell Lady Grey of Fallodon's "Sayings of the Children" which she characterizes as "a really priceless little book by a great lady who is a religious mystic with a sense of humor."

In Eugene, Oregon, more people are renting than buying books, reports the University of Oregon Co-operative Store. Buyers and renters like "1919" "Brave New World" "The Story of My Life" "And Life Goes On" "Thirteen Women" and "The Tragedy of X." Dollar books sell best of all, though, says M. F. McClain, the manager, with Illustrated Editions and *Modern Library* Giants leading the field.

Thomas Mann is working on a new novel which will have the not-entirely-original title of "Joseph and his Brethren" and which will probably be published here by *Knopf* next year. It will be as long as "The Magic Mountain."

Casanova's Memoirs are for the first time available to the general public at a comparatively low cost. *A. & C. Boni* have recently published a trade edition of these famous memoirs, the text of which has been reprinted from the Aventuros edition, which sold for $125. This edition at $5 is complete in two volumes, except for a few short excisions, totaling not more than 12 pages, which were necessary in order to enable the work to pass into general circulation. There are a number of illustrations by Rockwell Kent, also taken from the Aventuros edition.

Womrath stores are window-displaying a poster announcing the six best sellers in more than 50 Womrath stores. They are, in the following order: *Funk & Wagnall's* Dictionaries, "The Challenge of Love," "Magnolia Street," "Only Yesterday," "World Atlas" and "The Good Earth."

Long Beach, Cal., as well as New York City is fascinated by "The Horror of It." J. E. and K. F. Brown out there report that this little book is selling well and that the pictures cause a lot of comment. Their sales are led, though, by "The Good Earth." The visit of Grand Duchess Marie to Southern California has caused a sudden rise in the sale of her book.

In Rutland, Vt., the Tuttle Company stimulated interest recently both in a series of bridge lectures and in its rental library by announcing that all who attended the lectures would be allowed to take a book out over the weekend, free. Receipts from the library have picked up considerably, the store reports, and the lectures sold many bridge books. Culbertson is the favorite in this shop.

Because they are particular favorites of the staff, "Broome Stages," "Diary of a Provincial Lady," "Boomerang" and a special edition of "Fatal Interview" bound by Sangorsky and Sutcliffe have had a very successful sale at The Bookshop in Morristown, N. J.

Charles Cestre, professor of American Civilization at the Sorbonne, has been so enthusiastic about "Expression in America" that the book has already been accepted for publication in French by the well-known house of Reider. Maxime Piha is doing the translation.

For "Legendary France" Regina Jais was awarded the highest honor for travel books in a two year contest held by the National League of American Penwomen. The award was made at the sixth biennial convention in New York last week.



This crowd at J. W. Robinson's in Los Angeles left orders for 500 copies of "A Princess in Exile" and bought 275 copies of "Education of a Princess" during one afternoon recently when Grand Duchess Marie visited the store

"Alice" Visits America

MRS. REGINALD HARGREAVES, the Alice Liddell for whom Lewis Carroll wrote "Alice's Adventures in Wonderland" arrived in New York April 29th to take part in the Lewis Carroll centenary celebration on May 4th, at Columbia University. This celebration was to have been held January 26th last, but it was not possible for Mrs. Hargreaves to come to America during the winter season, so the festival was postponed. During the program Mrs. Hargreaves broadcast a talk to the children of America and addresses were made by Owen D. Young, Nicholas Murray Butler and Professor Henry M. Ayres, of the English Department at Columbia. The largest and most valuable collection of books and manuscripts relating to Carroll has been on public view at the Avery Library of the university.

Irving Trust Named Receiver

ON MAY 2ND the Irving Trust Company of New York City was appointed sole receiver for the firm of Cape & Ballou. Liquidation is now going forward under its management.

Correction

IN THE ANNOUNCEMENT of the summer bookselling course at Columbia University in last week's issue the date of the opening was by mistake given as July 11th instead of Tuesday, July 5th. The summer school always begins as soon as possible after Independence Day.

Harper Prize Novel Contest

THE SIXTH HARPER Prize Novel contest, ending February 1, 1933, has just been announced by Harper & Brothers. Sinclair Lewis, Dorothy Canfield and Harry Hansen will serve as judges. Any author who is an American citizen and who has not published a novel in book form prior to January 1, 1921, is eligible. The publishers wish to emphasize the fact that this contest is based on literary merit only and that motion picture, dramatic and serial rights play no part in this award as they do in various other contests. The competition has been held every two years since 1922. "The Able McLaughlins" by Margaret Wilson; "The Perennial Bachelor" by Anne Parrish; "The Grandmothers" by Glenway Westcott; "The Dark Journey" by Julian Green and "Brothers in the West" by Robert Raynolds were the previous Harper Prize Novel Awards.

"Greatly Exaggerated"

IN THE OBITUARY notice of Charles W. Burrows which appeared in the April 9th issue, we erroneously stated that Elroy M. Avery, the historian, had died after completing seven volumes of his "History of the United States." We are happy to announce, however, that this is not true. Mr. Avery is very much alive and can be reached at New Port Richey, Fla.

Obituary Notes

HART CRANE

HART CRANE, poet and winner of a Guggenheim Foundation prize in 1931, lost his life at sea on April 27th when he plunged from the top deck of the liner Orizaba on which he was returning from Mexico to this country. Mr. Crane was thirty-three years old and was considered a highly important American poet. He was born in Garretsville, Ohio, the son of a wealthy candy manufacturer, and began writing verse at the age of thirteen. When he was fifteen his first poem was published in *Bruno's Bohemian*. The year following, his work attracted the attention of Mrs. William Vaughn Moody. In 1922 Mr. Crane moved to New York where his first position was with an advertising firm, writing copy. Later he wrote "White Buildings" which was published in 1926 by Boni and Liveright, and "The Bridge" published in 1930 by Horace Liveright. During the year previous to his death he had been living in Mexico where he was writing a long historical poem of that country. He was deeply affected by the death of his father last summer and had threatened at times to kill himself, friends said. A friend, Marguerite Cowley, wife of Malcolm Cowley, accompanied him on the voyage home to prevent a possible attempt at suicide. She said he had been grieving because "there was no place in the world today for poetry."

BOOKMAKING

A Monthly Department

Books About Bookmaking

Dr. H. Lehmann-Haupt

A LITTLE ABOUT LEECH by *Gordon Tidy*. London, Constable & Co. Ltd.; New York, Richard R. Smith, 1931.

This recent addition to the literature on Leech, the famous English illustrator of the 19th century, is an informal gathering of information by the Rector of Stanton St. Quintin, Wilts. The author shows himself equally interested in the already existing literature as in the work of Leech himself. Among the latter he pays a good deal of attention to sporting subjects as handled by this artist. In the many full page reproductions the same interest is dominant. As a result the reader gets perhaps a better impression of Leech as a print maker, than as a book illustrator in the narrower sense.

FIFTY ALPHABETS by *W. Ben Hunt and Ed. C. Hunt*. Milwaukee, The Bruce Publishing Co., 1931.

On first sight "Fifty Alphabets" compares favorably with other recent manuals of lettering, such as were reviewed in this column in the issue of March 5th, on pages 1048 ff. However, a more careful inspection leads to disappointment. The following quotation from the foreword speaks for itself, we would imagine. Nobody will contradict the statement (page 8) that "Consistency of style and character is important in all lettering . . . All lettering must be essentially in harmony with the subject matter of the message." And "When a commercial letterer prepares a furniture brochure to be sent to architects, he will hardly think it consistent to use a modern Russian letter." We still agree. But then: "Rather, he will use ecclesiastical-style initial capitals in color, with old Gothic lowercase letters or Trajan Roman letters. Somewhere in the layout there will probably be a need for using an old architectural outline Roman letter." Is that the authors' idea of consistency of style and character? And where is the harmony between furniture and ecclesiastical initials, and between ecclesiastical initials and old architectural outline Roman? What have any historical letter forms got to do with modern American lettering?

There is a short but excellent article on the subject from no less an authority than Lucian Bernhard: "Lettering, and its place in Advertising," in *Advertising Arts,* January, 1931.

GUTENBERG & THE BOOK OF BOOKS by *Henry Lewis Johnson*. With bibliographical notes, reproductions of specimen pages and a listing of known copies. New York, W. E. Rudge, 1932.

A somewhat pretentious and expensive volume, made up of a number of full size illustrations, with a rather general text. From the foreword one gathers that the book was planned especially for the many teachers of printing in schools, universities and other educational institutions. A popular treatment of the material may or may not be indicated under such circumstances. In any case, the work should have been done more carefully. To point out only the most obvious and unforgivable mistake among a number of misrepresentations it must be said that the last plate in the volume, bearing the caption: "Examples of

Colored Initial Characters in the Gutenberg Bible, from various copies of the Bible," reproduces designs which were never used in any copy of the Gutenberg Bible. They are initials in blue and red which were used by Fust & Schoeffer in printing their Psalterium of 1457 and 1459. Every single one of the initials presented by Johnson as "Gutenberg Bible Initials" is reproduced in the Gutenberg Festschrift of 1900, plates 25-30, to illustrate an article by Heinrich Wallau on these Psalter initials. Such a mistake shows eloquently, how deeply the author must have entered into the spirit of his subject.

Three Continental Books About Bookmaking

WORDINGSGESCHIEDENIS VAN HET BOEK. Door *Ger Schmook*. Geillustreerd. Antwerpen, De Sikkel; Amsterdam, De Spieghel, 1931.

Here is a very unusual publication and a really original contribution. The subject of the volume is the Origin of the Book. This may sound like a commonplace title for an equally commonplace subject, but this is not the case. It should be understood that the book is really what it promises to be: a serious study of the beginning and early stages of human communication and the various steps of development up to the final and familiar form of the book.

The publication must not be confused with the many popular and half-learned orations on the marvels of book production, of the kind that by giving too little about too many things succeeds in getting nowhere at all. This book on the contrary, gives every possible approach to the one and the same problem which the book is devoted to. Excellent reproductions, excellent list of references.

COME NASCE UN LIBRO by *Raffaello Bertieri*. Con Centoventisette Figure. Coi Tipi dell'Istituto Bertieri, Milano, 1931.

"How a book is born" is a practical manual on bookmaking by the leading spirit of the Italian Revival of the Graphic Arts. The ample illustrations are eloquent enough to reflect faithfully the author's trend of thought, so that the foreign language is no real hindrance to the reader. As a distinct expression of the present Italian standpoint, the book is valuable for the student of typography who likes to see how other people solve their problems. One recognizes a movement of revival which is still struggling to overcome certain undesirable trend of the 19th century inheritance. There is a preference for old face type and ample margins of Renaissance proportion. The book will interest the teacher of printing and the typographic textbook author for the methodical handling of its subject.

L'ART DU LIVRE by *Jean Malo-Renault*. Paris, Garnier Frères, 1931.

A handy little volume, containing a historical dissertation on the arts of the book, with the emphasis on book illustration, by a university librarian of Paris, who was trained at the École Estienne and the École du Louvre.

Friends of the Colophon

SOME THREE HUNDRED booklovers, typographers, collectors and dealers gathered in Teutonia Hall, New York, on April 26th to express their interest in the continued success of *The Colophon*, a quarterly for collectors, now in its third year under the direction of Elmer Adler, John T. Winterich, Burton Emmett and Vrest Orton. Friends from all over the country attended the dinner, and several London guests were present, including Humphrey Milford and R. W. Chapman of Oxford University Press, and John Carter of Scribner's London office.

The guests were the recipients of several souvenirs, including an actual page from the Cologne Chronicle, the first book which mentioned the invention of Gutenberg, a copy of the Random House edition of "Franklin Evans" by Whitman, the Pynson Printers edition of "Home Made Wines"; and each guest brought a book as part of his admission fee, and these were exchanged as mystery packages, one to each guest at the table. After the dinner there was an auction sale of special merchandise, which had been carefully and facetiously cataloged, Christopher Morley being auctioneering chief. In his arduous work of getting high prices he was assisted by such distinguished guests as Belle da Costa Green, Librarian of the Morgan Library, Dr. A. S. W. Rosenbach and Arthur Swann.





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Full Trim: A Bias on Current Bookmaking

Evelyn Harter

THE BOOK CLINIC exhibit, now bearing to a close at the New School, showed up a number of diseases of books, ranging in seriousness from imitation leather acne and the biliousness of bad presswork to cancerous growths on title-pages and the sluggish liver of a congested text page. This is what a good clinic should do, and it is to be hoped that no one connected with it has spent much time patting himself on the back in pride over his progeny, but instead has pondered anew the importance of eugenics, the importance of books being well-born, which is a matter of heart and brain and is infinitely more governable than the creation of products of flesh and blood. The folders containing jackets, bindings, title-pages, etc. (contributed by H. Wolff Estate) inestimably helped the visitors to the Clinic who did not know what to look for in books.

On a sunny windy day last month we made pilgrimage to Madison, New Jersey, to the Golden Hind Press where Arthur Rushmore of Harpers, his wife and his two daughters make a joyous business of book-planning, type setting and pottery making. It is a place to renew one's faith in good living and the deep satisfactions of craftmanship. In the big white house one is continually stumbling on some new corner dedicated to a proof press, a compositor's stand, or a potter's wheel, and the big excitement in the Rushmore household comes when a proof is pulled or a new experimental glaze taken out of the kiln. What this country needs....

The shock which comes of picking up a copy of "Limits and Renewals" (Doubleday) testifies to the distance we have come in our bookmaking in recent years. This volume, with its old-fashioned stamping, its offensively narrow margins, obviously made to fit a series established some years ago, seems as strange apparel for a Doubleday book as would side burns and guimpe dresses on their employees. It is no kindness to Rudyard....

"Banana Gold" (Lippincott) represents a tropical luxuriance of color with a somewhat prodigal waste of ideas and materials. The binding is in green and gold, the end sheets in brown and blue, the frontispiece (done in aquatone by Edward Stern) is in red, blue, yellow and black. The title-page reverts to the green of the binding in its border lines, but in a lighter, more delicate shade, and the title-page treatment maintains a conventionality in the face of an irregular handling of the frontispiece, which bleeds off the upper half of the page. The chapter openings display drawings by Merida set into a box sinkage at the left, in the manner to be remembered in "New England Holiday" (Norton). The whole gives the impression of having been thought about and worked over without a final effort of coordination having been made.

"Fortune's Favorites" (Knopf) carries a title-page, binding and jacket by W. A. Dwiggins, executed in his recognizable style. The title-page display lines and the chapter headings are set in Sylvan—an odd choice for a book about Big Business and its heroes.

Once or twice in every designer's life comes the impulse to try a diminutive title-page. "Lives" (Harper) has one of these printed in red. The other front matter is also condensed.

It is now a year since the idea of a column entitled "Full Trim" to be signed Guillotine was conceived. Since the editors refused us the shelter of anonymity, we have regularly exposed our bared head to sharp-shooters and cannoneers. We feel, however, that all definite opinions about bookmaking should be heard, and we should be glad to present yours hereafter, subject only to the limitations of space and pertinence.

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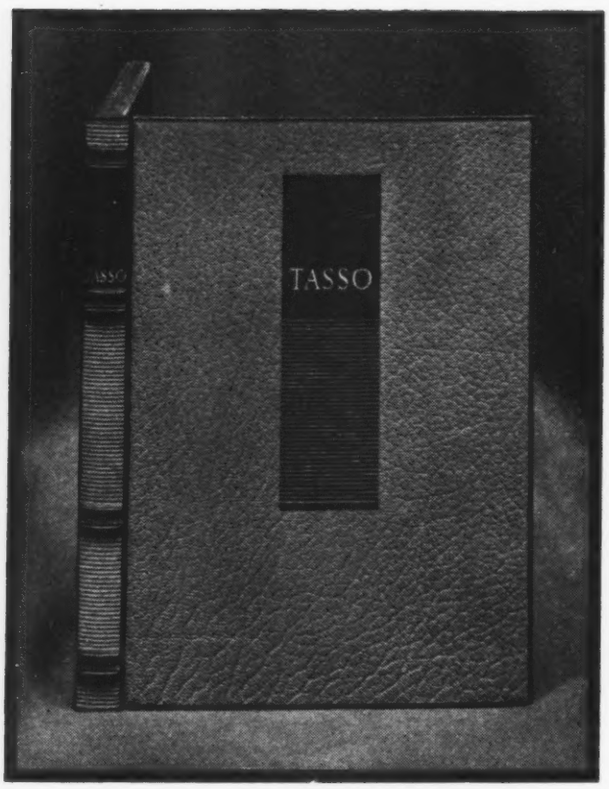
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Binding by Ignatz Wiemeler

A Binder of Genius

AT THE "Salon International du Livre d'Art" in Paris last summer, the sensation of the German exhibit proved to be the bindings of Ignatz Wiemeler, the young German binder who, at the age of thirty, is head of the book-binding department of the famous Leipzig "Akademie."

What distinguished Wiemeler's work from that of all other exhibitors was not only its remarkable execution, from a technical point of view, but its extreme simplicity and austerity. His work is thoroughly modern although, at the same time, entirely devoid of the vulgar striving for effect which characterizes much contemporary work. Bibliophiles who find the designs of the great contemporary French binders too far out of line with the dignity of bookbinders of other epochs see, for the first time, in the work of Wiemeler, bindings in which essentially modern designs are executed with classic restraint.

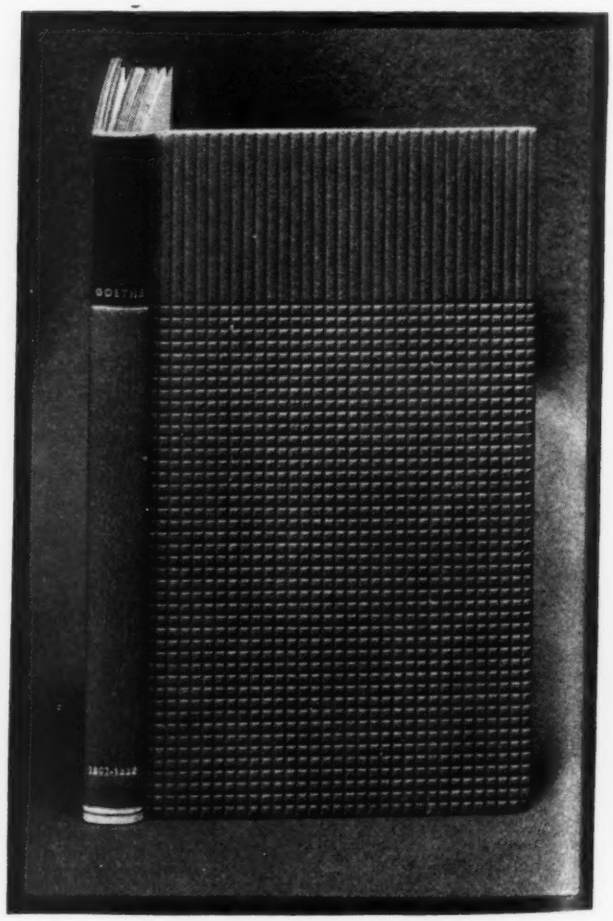
Before being called to Leipzig, Professor Wiemeler taught bookbinding at Offenbach where he made the acquaintance of Dr. Klingspor of the Klingspor Brothers Type Foundry, who now has the distinction of possessing more Wiemeler bindings than any other collector.

Little Bulking Paper Used in "Fifty Books"

IN DISCUSSING the undesirability of "bulking" papers when the customer's taste is taken into account, Robert S. Josephy said recently at the Book Clinic:

"175 books are listed in the catalogs of the last nine 'Fifty Books' shows as having been printed on papers within the price range permitted for trade books. In other words, 175 were not printed on handmade or rag papers. Of these, fifteen were on coated paper, 150 on Eggshell, Medium Finish, Laid Antique, and other non-bulking papers, and ten were printed on high-bulking heavy papers.

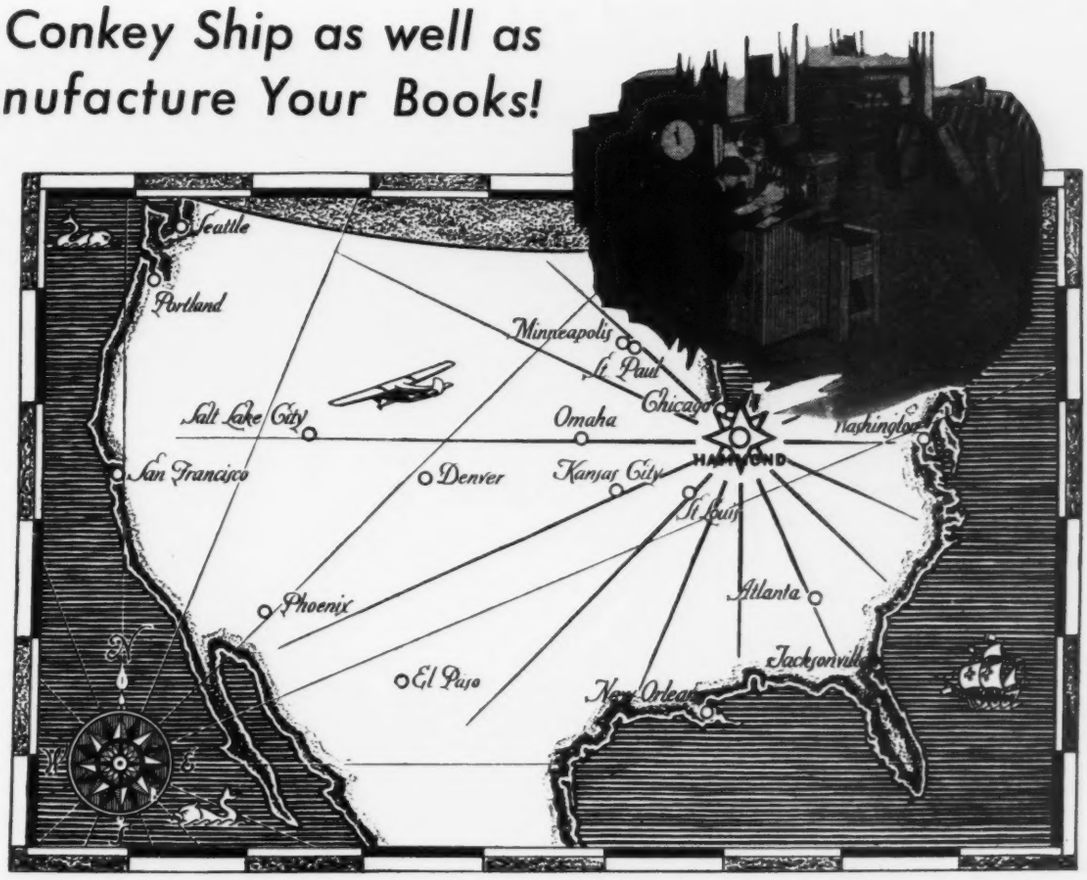
"It seems very certain," said Mr. Josephy, "that the first impression of a Juror (or anyone else), gets from picking up a book is not of the typography, but of the proportions, strength, quality of materials, and general agreeableness to the hand. I think that book designers are inclined to concentrate on typography and devote too little attention to the third dimension."



Another of Prof. Wiemeler's striking designs

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Clinic Discusses Books Entered in Designers' Exhibit

A DISCUSSION OF how the designers had met, or failed to meet, the problems presented by the books offered for exhibition in the Clinic Show, marked the final meeting of the season of the Book Clinic, which was held April 29th at the New School for Social Research. Jacket, cover, title-page and text page of the books under fire were mounted in folders and held up for inspection by Harry Gage, the chairman, who pointed out the criticism of the Clinic Committee that judged the books, and invited comment from the members, who were generally content to accept the committee's opinion as their own. The question of whether or not the jacket should be in harmony with the rest of the book seemed to be the most hotly contested question of the day, many designers holding fast to the point of view that to be consistent the jacket should tie in closely with the binding and text page. Mr. Benbow pointed out, in opposition, that the function of the jacket was to help sell the book, and that as it was generally thrown away immediately after the book was published, the sales department might better do the designing with an eye to sales. Robert Josephy's suggestion that, as the sales department usually didn't object to the type of lettering that was put on the jacket, the designer could at least determine that much, seemed to effect an amicable compromise.

Discussion opened with an illustration of what the chairman called "sour lettering" on the jacket being carried through to the binding and title-page. "Harun al Raschid" (McBride) and "The Dutch Cheese" (Knopf) were used as examples of this. In the latter the committee felt that lettering didn't produce the effect that could be obtained from type. It was also pointed out that the type face didn't harmonize with the illustrations and that the lack of an initial letter and the use of caps of the same face as the text for headings gave it a generally prosaic look.

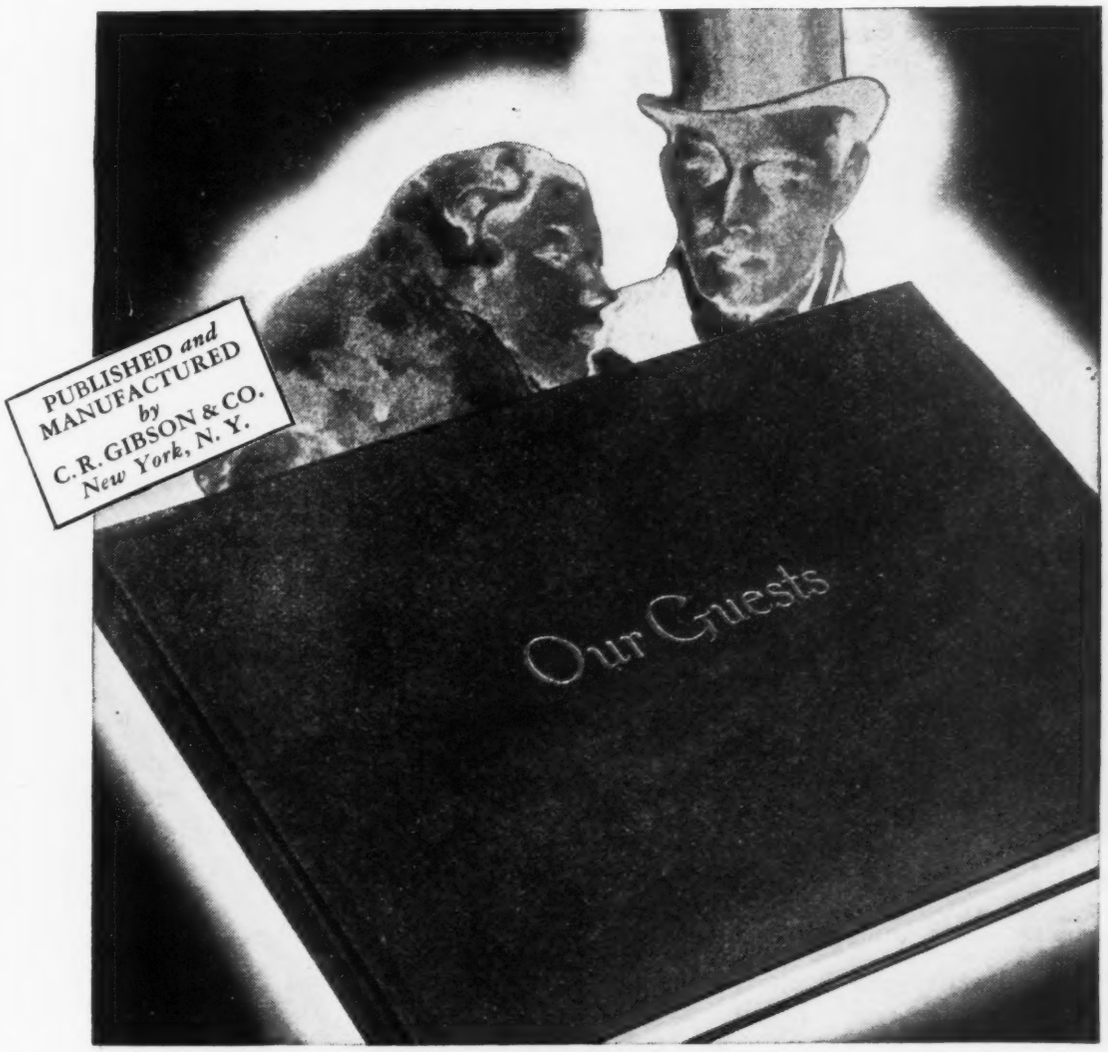
"The Haunted Jester" (McBride), offered the problem of line drawings for illustrations made by the author without regard to size or shape. The only remedy suggested for this was to shoot the author at sunrise. An interesting problem was brought out by "The Letters of Napoleon to Josephine" (Brentano) which was designed to give the feeling of actual handwriting by using italics throughout and making the page nearly square. The question was whether or not italics were sufficiently legible to be used as a body face. When it was put to vote, seven members said they would use them, seven said they would not, and the rest refrained from committing themselves.

"Mud and Stars" (Holt) offered the problem of making a unified piece of work out of a collection of songs, with footnotes and permissions. The committee felt that this was very well handled but that the jacket was removed from the spirit of the book. This was explained when it was brought out that the author's father insisted on doing the jacket. "An Elegant Peccadillo" (Holt) brought up the question of the use of silver stamping on light cloth. In "The Dukes of Buckingham" aluminum foil was used on a dark red cloth. This, it was pointed out, showed stain. "Dream Days" (Dodd, Mead) would have been better, said the committee, if type instead of lettering had been used on the jacket and the title-page had been respaced. An initial letter would have tied the illustrations, which were used as chapter heads to the body type.

An interesting phenomenon pointed out by Mr. Gage was that at least once in a lifetime a designer breaks out with an attack of Bodoni dashes. This was illustrated by "A Literary History of the American People," (Knopf) where the remainder of the treatment was Caslon. The Clinic seemed to feel that inasmuch as the dashes did not show many of the Bodoni characteristics, such treatment was all right. The book, itself, it was felt, had the plain and direct characteristics of a text-book without the usual monotony.

Of a number of books selected for complimentary mention "200 Years of New Orleans Cooking," designed by Evelyn Harter for Cape & Smith drew the most admiration. This book of recipes was designed so that the housewife with her hands in the dough wouldn't have to turn a page to read a complete recipe. The glamor of the South was carried out by binding it in bandana percale, backed with paper. The anonymous question, "Can Miss Harter

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Of course Holliston Suede Cloth cannot be compared with suede leather for durability. But the answer to that is that neither can the two materials be compared in the matter of price. So if the combination of suede appearance and low cost appeals to you, it might be a good idea to give Suede Cloth a trial. We'll do our part by providing samples for dummy purposes.

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cook?" which emanated from one table was left unanswered.

A list of designers who entered books in the show, together with the houses for which the books were designed, follows.

Designer	*Publisher*
E. Adler	1 book for Knopf
F. Amberger	2 books for John Day
	2 books for Macmillan
	1 book for Covici Friede
L. J. Ansbacher	3 books for Knopf
G. T. Bailey	1 book for Yale University Press
J. Benbow	6 books for Longmans Green
Blizard	6 books for Holt
M. M. Bradford	3 books for Harper
D. Bradley	8 books for McBride
A. M. Chase	3 books for Dodd Mead
d'Harnoncourt	1 book for Knopf
W. A. Dwiggins	1 book for Knopf
R. Freelander	10 books for Brentano's
M. B. Glick	10 books for Viking Press
Thomas Handforth	1 book for Minton Balch
E. Harter	10 books for Cape & Smith
W. Helmer	1 book for W. W. Norton
	3 books for Liveright
	2 books for Covici Friede
	3 books for Coward-McCann
	1 book for A. & C. Boni
E. H. Hitchcock	1 book for Grafton Press
S. R. Jacobs	1 book for Knopf
	1 book for Longmans Green
R. Josephy	6 books for Harcourt Brace
	2 books for Covici Friede
	3 books for Simon and Schuster
(R. Josephy Con'td)	1 book for Beekman Hill Press
	1 book for Houghton Mifflin
	1 book for R. R. Bowker
Larry June	1 book for Farrar & Rinehart
	1 book for John Day
Vrest Orton	1 book for Dartmouth College
	2 books for Stephen Daye Press
	1 book for Company of Amateur Brewers
E. Reichl	1 book for W. W. Norton
	2 books for Vanguard Press
	1 book for Farrar & Rinehart
	1 book for McBride
	1 book for John Day
	1 book for The Book Show
A. W. Rushmore	3 books for Harper
G. N. Stimson	1 book for Knopf
M. Swanton	3 books for Harper
Dorothy Waugh	1 book for Holt

The average price of the books in this collection is about $2.85. There were 4 at $1.50, 1 at $1.75, 25 at $2.00, 32 at $2.50, 12 at $3.00, 16 at $3.50, 3 at $3.75, 5 at $4.00, 1 at $4.25 and 8 at $5.00 included in the exhibit.

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Knudsen Process Shown in Lithography Exhibit

AN EXHIBITION OF half-tone and color work reproduced by the Knudsen Process of offset lithography is being held at the Art Center, 65 East 56th Street, New York, and will continue until May 21st. The show includes reproductions of paintings, commercial printing of all kinds, and a number of illustrated books of considerable artistic and technical interest. Among the artists represented are Rockwell Kent, John Held, Jr., Alexander King, John Vassos, Jean de Bosshère, Majeska, E. H. Sudyam, Miguel Covarrubias, Max Pollak, White, photographers.

The exhibition has been arranged by the Offset Printing Plate Company, who hold the New York rights to the Knudsen Process, and is under the general supervision of Robert S. Josephy. Mr. Josephy has recently purchased an interest in this firm, and in addition to his activities as designer of books he will be closely connected with the work of reproducing book illustration. He has been using this process in illusttrated books for a number of years. Some of these were included in the exhibition of his work recently held at the Advertising Club under the sponsorship of the J. J. as well as Edward Steichen and Margaret Bourke-White, photographers.

Art As Applied to Typography Subject of Lecture Series

A COMPACT AND suggestive survey of the development of printing to its present variety and efficiency is summed up in a series of twelve lectures on "Art as Applied to Typography" which were given at the Ontario College of Art under the auspices of the Toronto Typothetae, copies of which are obtainable from H. L. Rous, Chairman of the Special Typothetae Committe at $2 each.

The twelve lectures were conducted with the idea that the composer as well as the man in the office of the printer should have the benefit of discussion by trained men on the artistic side of the profession. This is a very useful booklet.

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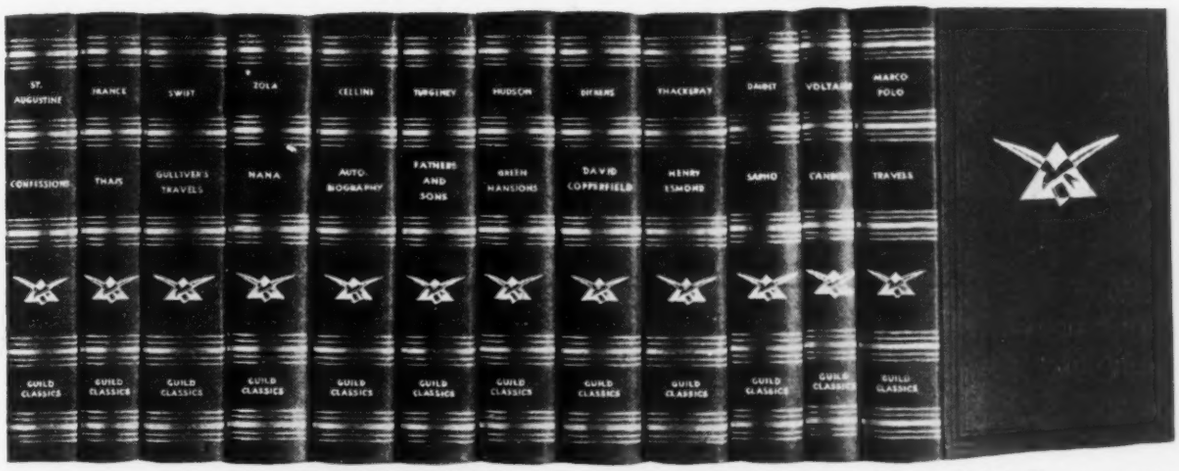
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April Book Production

Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

Classification	April, 1932			Apr. 1931	4 mos. 1932	4 mos. 1931
	New Books	New Editions	Totals 5 Weeks	Totals 4 Weeks	Totals	Totals
Philosophy, Ethics	24	3	27	33	102	124
Religion, Theology	59	1	60	55	237	285
Sociology, Economics	76	2	78	45	229	176
Law	4	1	5	3	19	20
Education	25	1	26	18	97	82
Philology	14	8	22	36	68	94
Science	33	7	40	44	145	131
Technical Books	21	2	23	25	54	100
Medicine	34	8	42	25	101	106
Agriculture, Gardening	9	—	9	7	25	22
Domestic Economy	11	1	12	6	29	16
Business	13	4	17	9	45	64
Fine Arts	11	2	13	19	63	56
Music	3	1	4	7	26	30
Games, Sports	21	1	22	12	53	49
General Literature	27	3	30	34	128	158
Poetry, Drama	52	6	58	50	226	242
Fiction	131	77	208	168	783	764
Juvenile	34	8	42	92	112	222
History	42	7	49	33	156	153
Geography, Travel	20	4	24	50	119	132
Biography, Genealogy	76	11	87	78	266	252
Miscellaneous	9	1	10	11	25	24
Total	749	159	908	860	3108	3302

For April, 1931, (4 weeks) the totals were:

New books	640	New editions	220	Totals	860
Increase	109	Decrease	61	Increase	48

Totals for four months, 1932, show a decrease of 194 from totals of four months, 1931.

Box Score

THE LAST *News-Letter* of the American Institute of Graphic Arts printed the appended charts listing the designers and printers who have had two or more books in the Fifty Books exhibitions. The catalogs of the first two or three shows are not complete, and some of this information has been obtained from other sources, but a check has been made and it seems fairly certain that all missing names are those of one-book scorers.

As may be observed from the totals, the forty-seven designers listed are responsible for 387 of the 500 books, and the forty-five printers produced 449 of them.

PRINTERS	23	24	25	26	27	28	29	30	31	32	Total
Athenaeum	..	..	1	..	1	1	..	..	1	..	4
Bartlett-Orr	1	..	..	1	..	..	..	..	..	..	2
Berwick & Smith	..	..	..	..	1	..	..	2	..	..	3
Chicago Univ.	..	..	1	1	1	2	1	2	..	1	9
Country Life	..	1	1	1	1	1	1	..	..	..	6
Georgian (Ellis)	..	..	..	..	..	..	..	1	2	3	6
Franklin	1	..	..	..	..	..	..	..	1	..	2
Grabhorn	2	1	2	2	3	3	3	3	2	4	25
Haddon	..	..	..	..	1	1	2	..	..	3	7
Harbor	..	..	..	..	1	1	2	1	1	1	7
Harvard Univ.	..	5	3	5	2	5	2	1	..	..	23
Hildreth	1	6	5	3	4	4	3	3	4	1	34
Hunter, Dard	1	..	1	..	..	1	..	..	..	..	3
Judd & Detweiler	..	..	..	..	..	..	..	..	1	2	3
Kellogg, S.	..	..	..	1	..	1	..	..	..	..	2
Lakeside (Donnelley)	..	1	..	1	2	1	1	3	4	4	17
Little & Ives	..	..	..	..	..	1	3	3	1	4	12
Maple	1	..	..	..	..	..	1	..	..	..	2
Marchbanks	3	..	..	..	..	1	..	..	..	..	4
McCallister (& Young)	..	..	..	..	..	1	..	..	..	1	2
McFarland	1	1	..	..	..	..	..	..	..	..	2
McGrath-Sherill	..	2	1	1	..	..	..	..	..	..	4
McMurtrie (Plandome)	2	..	..	2	3	1	..	..	..	..	8
Merrymount (Updike)	4	8	5	6	3	4	5	7	6	6	54
Nash	2	2	1	1	1	1	1	..	..	1	10
Nast	1	1	..	..	..	..	..	..	..	1	3
Olympic	..	..	..	..	..	..	2	..	..	..	2
Plimpton	2	1	..	..	4	4	4	1	..	3	19
Princeton Univ.	..	3	5	2	2	..	..	..	..	..	12
Pynson	1	..	5	5	4	1	1	2	2	4	25
Quinn & Boden	..	..	1	3	..	..	2	..	2	1	9
Riverside	..	1	1	..	3	1	1	..	1	..	8
Rudge	9	6	6	8	6	6	7	7	5	2	62
Scribner	..	1	1	..	..	..	1	..	..	..	3
Southworth	..	..	..	1	..	2	2	1	3	..	9
Spiral	..	..	..	..	..	1	..	3	1	..	5
Stratford	..	..	..	..	..	..	1	1	1	..	3
Taylor & Taylor	2	2	1	1	1	1	..	1	..	..	9
University	..	..	..	2	1	1	..	..	..	..	4
Vail-Ballou	..	1	1	..	..	2	1	2	..	..	7
Van Rees	..	..	..	..	..	..	..	..	3	..	3
Walpole (Peter Pauper)	..	..	..	..	..	1	..	2	4	2	9
Woolly Whale	..	..	..	..	..	..	..	1	1	..	2
Yale Univ.	..	..	1	1	1	..	1	..	..	..	4
TOTALS	34	43	43	48	46	50	48	47	46	44	449

DESIGNERS	23	24	25	26	27	28	29	30	31	32	Total
Adler, E.	1	..	4	5	5	1	1	1	4	4	26
Anthoensen, F.	..	..	..	..	..	..	1	1	2	..	4
Ballou, R. O.	..	..	..	1	1	..	..	2	..	..	4
Baumann, H. J.	..	..	..	..	1	..	..	2	..	1	4
Beilenson, P.	..	..	..	..	..	1	..	2	2	1	6
Bianchi, A.	..	1	1	..	3	..	..	..	..	..	5
Blumenthal, J.	..	..	..	..	..	1	..	2	1	..	4
Cary, M. B., Jr.	..	..	..	..	..	..	..	1	1	..	2
Chase, A. M.	..	..	..	..	..	1	1	..	..	..	2
Cleland, T. M.	1	1	1	..	1	..	..	1	1	..	6
Colman, M.	..	..	..	..	1	..	..	..	1	..	2
Connett, E. V.	..	..	..	..	..	..	1	..	1	..	2
Currie, K. D.	..	..	..	..	..	..	2	..	..	..	2
Douglas, L.	..	..	..	..	..	..	..	..	1	3	4
Dow, G. F.	..	..	..	..	..	1	1	..	..	..	2
Dwiggins, W. A.	..	1	..	..	..	1	4	1	1	1	9
Ellis, R. W.	..	..	..	1	..	..	..	1	2	3	7
Fass, J. S.	..	..	..	..	1	1	1	1	1	1	6
Gilliss, W.	1	4	1	..	..	..	..	..	..	..	6
Goudy, F. W.	3	1	1	..	..	1	1	..	1	..	8
Grabhorn, E. & R.	2	1	2	2	3	3	3	3	2	4	25
Helmer, W.	..	..	..	..	..	..	1	..	1	..	2
Hunter, D.	1	..	1	..	..	1	..	..	..	..	3
Jacobs, S. A.	..	..	..	1	..	..	..	1	1	..	3
Jones, M. A.	..	..	..	..	1	1	..	..	..	..	2
Josephy, R. S.	1	1	..	..	2	2	2	3	3	3	17
Kent, R.	..	..	1	..	..	..	..	..	1	..	2
Kellogg, S., Jr.	..	..	..	1	..	1	..	..	..	..	2
Kittredge, W. A.	2	1	1	1	1	1	1	2	3	4	17
Leader, L. I.	..	..	..	..	1	..	..	..	..	..	2
Loos, M.	..	..	..	..	1	..	..	1	2	1	5
McLucas, M.	..	..	..	..	..	1	1	..	..	..	2
McMurtrie, D.	2	..	..	2	..	..	..	..	..	..	4
Nash, J. H.	2	2	1	1	1	1	1	..	..	1	10
Orcutt, W. D.	..	..	..	..	2	1	..	..	..	..	3
Patterson, W. M.	..	..	..	..	..	1	..	1	..	..	2
Pottinger, D. T.	..	..	..	..	..	2	1	1	..	..	4
Preissig, V.	..	..	..	1	..	1	..	..	..	..	2
Ransom, W.	1	..	..	..	..	..	..	1	..	1	3
Rogers, B.	7	8	6	7	4	5	4	1	..	..	42
Rollins, C. P.	2	6	6	4	4	3	4	4	3	..	36
Rosa, G. & L.	2	..	..	..	..	..	..	..	..	..	2
Rushmore, A. W.	..	..	..	..	1	1	1	..	..	3	6
Taylor, E. & H.	2	2	1	1	1	1	..	1	..	..	9
Updike, D. B.	4	8	5	6	3	4	4	7	6	6	53
Warde, F.	..	3	5	1	..	..	..	4	2	1	16
Wilson, E. A.	..	..	1	1	..	..	..	..	..	..	2
TOTALS	34	40	38	36	38	36	36	45	44	38	387

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The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Adams, Eustace L.
Prisoners of the clouds. 243p. il. D (Andy Lane ser.) [c.'32] N. Y., Grosset 50 c.

Aeronautical Chamber of Commerce
The aircraft year book—1932. 626p. il. O '32 N. Y, Van Nostrand $6

Allen, Trevor
Underworld; the biography of Charles Brooks, criminal 299p. front. (por.) D '32 N. Y., McBride $2.50
The life of an English crook as told to a journalist.

Anderson, Paul L.
The Knights of St. John. 269p. il. D c. N. Y., Appleton $2
A story for older children of the adventures of an English lad who joins the order of the Knights of St. John and goes to the island of Malta to help fight off the Turks.

Appleton, Victor, pseud.
Tom Swift and his giant magnet, or, Bringing up the lost submarine. 216p. il. D (Tom Swift ser.) [c.'32] N. Y., Grosset 50 c.

Ashby, William
Slam! a ga-ga history of the Culbertson-Lenz bridge war. 83p. il., diagrs. S c. N. Y., Bridge World bds., $1

Ashton-Wolfe, Harry
The cask of death, and other crimes. 285p. il O ['32] N. Y., Dutton $3.50
Crime stories, all of them historical, gathered from the archives of the Paris Prefecture of Police.

Aurevilly, Jules Amédée Barbey d'
Le chevalier Des Touches; ed. by Walter Scott Hastings. 219p. (bibl.) front. (por.), map D (Century modern lang. ser.) [c.'32] N. Y., Century $1.35

Ayres, Ruby Mildred [Mrs. Reginald William Pocock]
Changing pilots. 306p. D c. Garden City, N. Y., Doubleday $2
Janie changed matrimonial pilots and later realized that she loved her first husband.

Babbitt, Irving
On being creative, and other essays. 308p. (bibl. footnotes) D c. Bost., Houghton $2.50
Literary essays written from the point of view of positive and critical humanism.

Beach, Lady Victoria Hicks
Life of Sir Michael Hicks Beach; 2 v. various p. il. O '32 N. Y., Macmillan $12

Beahan, Charles
Night for a lady. 332p. D c. N. Y., Harrison Smith $2
Night life in New York is pictured in this story of the crowded events which take place in one hectic night during which Jeff decides between Diane, his present love, and Lily, the girl he had loved and lost and whose memory persisted in haunting him.

Beals, Carleton
Banana gold; il. by Carlos Merida. 367p. il. (col. front.) O c. Phil., Lippincott $3
A picture of Central America, its heat, scenery, social life, industry, and political corruption.

Beaver, Alma Perry
The initiation of social contacts by preschool children; a study of technique in recording social behavior. 65p. (bibl. footnotes) diagrs. O (Child development monographs, no. 7) c. N. Y., Teachers Coll., Columbia Univ. $1.50

Best, Herbert
The mystery of the flaming hut. 307p. D (Harper sealed mystery) c. N. Y., Harper $2
A murder mystery among white men in tropical Africa.

Bibesco, Marthe Lucie Lahovary [Princesse Georges V. Bibesco]
Crusade for the anemone; letters from the Holy Land; tr. by Thomas Kernan. 188p. D c. N. Y., Macmillan $2
Five letters which the author wrote in Jerusalem in her quest for fervor and faith in the Holy Land.

Bible
The four Gospels in the original Greek. 307p. Q '32 N. Y., Oxford $25

Bible
Minute stories from the Bible; ed. by Alfred Skrenda and Isabel Juergens. 160p. il. Q [c.'32] [N. Y.], Grosset $1
Each page contains a picture and the story it illustrates from the Old or New Testament.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Blanchard, Charles Elton, M.D.
A new day dawns; a brief history of the altruistic era (1930 to 2162 A. D) A. E. 200. 191p. O c. Youngstown, O., Medical Success Press $3
A diagnosis and a possible prognosis of the ills of our present social order. The second volume of a trilogy, the first of which was "Our Altruistic Individualism."

Bloom, Ursula [Mrs. Charles Gower Robinson]
Flood of passion; the story of a brother and sister. 352p. D ['32] N. Y., Dutton $2
Jill Grimshaw attracted men and dominated them, but her husband, her lover and her brother, Twit, whom she idolized, all disappointed her and she longed for the man who could realize her dreams and be her master.

Brawley, Benjamin Griffith
History of the English hymn. 256p. (3p. bibl.) il. (pors) O [c.'32] N. Y., Abingdon $2
A study of the words of English hymns.

Bülow, Bernhard Heinrich Martin Karl, fürst von
Memoirs of Prince von Bülow; 3, The World War and Germany's collapse, 1909-1919; tr. by Geoffrey Dunlop. 445p. il. O c. Bost., Little, Brown $5
Prince von Bülow begins with his dismissal as Imperial Chancellor in 1909 and discusses the events leading up to the World War and depicts Germany during the War and the revolution. He views the ex-Kaiser as stupid rather than malevolent.

Buranelli, Prosper, and others
The cross word puzzzle book; twenty-third ser. 118p. D c. N. Y., Simon & Schuster $1.35

Burtis, Thomson
Daredevils of the air. 215p. il. D (Air combat ser.) [c.'32] N. Y., Grosset 50 c.
Four aces. 216p. il. D (Air combat ser.) [c.'32] N. Y., Grosset 50 c.
Rex Lee, flying detective. 277p. il. D (Rex Lee ser.) [c.'32] N. Y., Grosset 50 c.
Wing for wing. 212p. il. D (Air combat ser.) [c.'32] N. Y., Grosset 50 c.

Caples, John
Tested advertising methods; how to profit by removing guesswork; foreword by Bruce Barton. 289p. il. O c. N. Y., Harper $3.50
Practical, usable facts about advertising which are experience-tested and should help the advertiser to better, surer results.

Carton, Ronald
England. 258p. il. (col.), map O (Black's new ser. of colour bks.) ['32] N. Y., Macmillan] $2.50
A descriptive guide to the beauty and the historical landmarks of England.

Child labor; report of the Subcommittee on Child Labor. 611p. (22p. bibl.) O (White House Conference on Child Health and Protection, section 3, Educ. and training) [c. 32] N. Y., Century $5
A summary of all the worth-while research on child labor in this country and a report on the workings of the child labor laws.

Cicero, Marcus Tullius
Cicero Epistulae; bks. 1-3. D (Oxford classical texts) '32 N. Y., Oxford $7

Clark, J. M.
Langenscheidt's commercial dictionary of the English and German languages; 2 v. 368p., ea. D N. Y., G. E. Stechert $1.75, ea.

Cleland, Herdman Fitzgerald
Geology, physical and historical; pt. 2, Historical [2 v. ed.]. 330p. (bibls.) il., maps, diagrs. O [c.'16-'29] N. Y., Amer. B'k $2.40

Clift, Denison Halley
Man about town. 284p. D [c.'32] N. Y., Macaulay $2
A romance laid in diplomatic and secret service circles in Washington.

Conquest, Joan [Mrs. Leonard Cooke]
The Village Pompadour. 318p. D [c.'32] N. Y., Macaulay $2
Honour Bright could have attained wealth and power through the love of many men but her only real love affair kept her in the quiet English village.

Corning, Amos Elwood
Washington at Temple Hill. 122p. (bibl. footnotes) il. O c. Newburgh, N. Y., Lanmere Pub. Co. $1.50
Historical sketches of the region about Newburgh, N. Y., during the Revolution.

Cortot, Alfred
French piano music; tr. by Hilda Andrews; first ser.—Claude Debussy, César Franck, Gabriel Fauré, Emmanuel Chabrier, Paul Dukas. 216p. S '32 N. Y., Oxford $2.50

Adams, Edward, M.D.
"The doctor-in-law"; a resumé of suggestions and conclusions arising during medical and surgical examination in and out of court. 75p. (3p. bibl.) D [c.'32] N. Y., Internat'l. Journal of Surgery Co., 18 E. 41st St. $1

Allen, T. W.
The Homeric scholia. 31p. Q (British Acad., v. 17) ['32] N. Y., Oxford 85 c.

Appleton, E. V.
Thermionic vacuum tubes, and their applications. 124p. (bibls.) diagrs. S (Monographs on physical subjects) [n.d.] N. Y., Dutton $1.25

Bicentennial notes on George Washington, commander-in-chief of the armies, 1775-1783 and President of the United States, 1789-1797; no. 6. 16p. il. D '32 [Ann Arbor, Mich., Alumni Press, Univ. of Mich.] pap., apply

Brandt, Lilian
An impressionistic view of the winter of 1930-31 in New York City; based on statements from some nine hundred social workers and public-health nurses. 101p. O c. N. Y., Welfare Council of N. Y. City pap. 50 c.

Buchan, John
The novel and the fairy tale. 16p. O (Eng. Ass'n. pamphlet no. 79) ['32] N. Y., Oxford 75 c.

Carlton, Henry Fisk
The story of Nathan Hale [play]. 36p. O (Dramatic hours in Revolutionary hist.) [c.'32] N. Y., Teachers Coll., Columbia Univ. pap. 35 c.

Washington, the man who would not be king [play]. 36p. O (Dramatic hours in Revolutionary hist.) [c.'32] N. Y., Teachers Coll., Columbia Univ. pap. 35 c.

Chorpenning, Charlotte
The emperor's new clothes; a play for children in three acts. 103p. D [c.'31, '32] N. Y., S. French pap. 50 c.

Clarke, Samuel Fessenden
Samuel Fessenden Clarke, as revealed in some of his writings; comp. by C. B. S. [lim. ed.] 117p. il. (pors.) Q c. N. Y. [Marchbanks Press] half lea. priv. pr., bxd.

Cowdroy, Joan A.

The flying dagger murder. 288p. D '32 N. Y., McBride $2

Murder follows the theft of the famous Alderton diamond necklace from the Marchioness of Pomfrett.

Cutler, Uriel Waldo

Jottings from Worcester's history. 142p. O c. Worcester, Mass., Worcester Historical Soc. bds., $1.50

Dampier, Sir William

A history of science; college ed. 535p. O '32 N. Y., Macmillan $3

Dawson, Elmer A.

Larry's speed ball, or, The Chester boys and the diamond secret. 250p. il. D (Buck and Larry baseball stories) [c.'32] N. Y., Grosset 50 c.

De Grandmaison, Léonce

Jesus Christ: His person—His message—His credentials; v. 2. 393p. O '32 N. Y., Macmillan fab., $4.50

Divald, Kornél

Old Hungarian art. 228p. il. F '32 N. Y., Oxford $7

Dixon, Franklin W.

Following the sun shadow, or, Ted Scott and the great eclipse. 221p. il. D (Ted Scott flying stories) [c.'32] N. Y., Grosset 50 c.

While the clock ticked. 217p. il. D (Hardy boys ser.) [c.'32] N. Y., Grosset 50 c.

Dobson, Margaret

Art appreciation. 205p. il. (pt. col.) O '32 N. Y., Pitman $5

An interpretation of the art of all countries and all times which attempts to give the general reader a greater enjoyment of art.

Donaldson, W. L.

A first Greek course. 129p. D '32 N. Y., Macmillan $1.15

Dunlap, Jack W., and Kurtz, Albert K.

Handbook of statistical nomographs, tables, and formulas. 173p. Q '32 Yonkers, N. Y., World B'k $6

Dyer, George

The five fragments. 315p. front. (map) D c. Bost., Houghton $2

Five men from five different walks of life, who are invited to dine at a San Francisco home, hold the essential clues to a baffling mystery.

Eaton, Robert

The sword of the spirit; chapters on the spiritual life. 185p. O '32 St. Louis, B. Herder $1.35

Ehrenfeld, Louis

The story of common things. 203p. il. D c. N. Y., Minton, Balch $2.50

The story of chemistry in relation to the everyday things of life told in non-technical language by the Curator of Chemistry in the Museum of Science and Industry, Chicago.

Emery, Samuel

At nine bells; being the odyssey of Henry Paxton. 305p. D [c.'32] N. Y., Dutton $2

When Henry Paxton left his duties as a clerk in New York for the lure of the sea aboard the oil tanker, the Jacob Cummings, he stepped into adventure, intrigue and treachery.

Fitzgerald, Edward

A Fitzgerald friendship; being hitherto unpublished letters from Edward Fitzgerald to William Bodham Donne; ed. by Neilson Hannay. 132p. il. '32 N. Y., Rudge $3.50

Flannagan, Roy

Amber satyr. 304p. D c. Garden City, N. Y., Doubleday $2

Luther, a giant swamp Negro, part Indian, was happy in his cabin with his daughter, until Sarah Sprouse, wife of a neighboring poor white farmer, began to notice him.

Franklin, Benjamin

The autobiography of Benjamin Franklin, and other selections from his writings; ed. by Nathan G. Goodman. 273p. S [c.'32] N. Y., Modern Lib. flex. cl., 95 c.

Gillett, Charles Ripley

Burned books; neglected chapters in British history and literature; 2 v. 732p. (bibls.) il. O c. N. Y., Columbia Univ. Press buck., $10, bxd.

A history of the cases in which books were burned because of the political or religious views expressed in them.

Gobsch, Hanns

Death rattle; tr. by Ian F. D. Morrow. 318p. D c. Bost., Little, Brown $2

A political novel picturing a European war in 1934 which the League of Nations is powerless to stop.

Cook, Arthur Bernard

Rise and progress of classical archaeology. 60p. D '32 N. Y., Macmillan pap. 75 c.

Cornford, Francis M.

The laws of motion in ancient thought. 46p. D '32 N. Y., Macmillan pap. 75 c.

Curtis, Agnes

Good plays for patriotic holidays; a collection of one-act patriotic plays for the upper grammar grades and junior and senior high schools. 149p. S [c.'32] Chic., T. S. Denison pap. 40 c.

Deffendall, P. H.

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Principles of art history. Wölfflin, H. $5 *Holt*
Prisoners of the clouds. Adams, E. L. 50 c. *Grosset*
Prize loser, The. Winters, E. $1.50 *Meador*
Religious aspects of Swedish immigration, The. Stephenson, G. M. $4.50 *Univ. of Minn Press*
Religious background of the White House. Hampton, V. B. $3 *Christopher Pub. House*
Reporting for beginners. MacDougall, C. D. $3; teachers' manual, $2.50 *Macmillan*
Rex Lee, flying detective. Burtis, T. 50 c. *Grosset*
Russia's decisive year. Walter, E. $3 *Putnam*
Sacrament of life, The. James, Father. $1.85 *B. Herder*
Selections from Goethe's prose. $1.50 *Oxford*
Seven murders. May, R. H. $2 *Macaulay*
Short history of the Popes, A. Seppelt, F. X. $5 *B. Herder*
Shropshire lad, A. Housman, A. E. $1 *Illus. Eds. Co.*
Slam! Ashby, W. $1 *Bridge World*
Stakes of diplomacy, The. Lippmann, W. $1.50 *Macmillan*
Standard catalog for public libraries. Sears, M. E. $2.25 *H. W. Wilson*
Stories of Placer County-Tahoe in golden California. $1.50 *H. J. Lewis*
Story of common things, The. Ehrenfeld, L. $2.50 *Minton, Balch*
Story of Winchester, The. Woodland, W. L. $1.75 *Dutton*

Student self-support. Umstattd, J. G. $2.50 *Univ. of Minn. Press*
Sun Yat-Sen versus communism. William, M. $5 *Williams & Wilkins*
Sword of the spirit, The. Eaton, R. $1.35 *B. Herder*
Ten thousand leagues over the sea. Robinson, W. A. $3.50 *Brewer*
Tested advertising methods. Caples, J. $3.50 *Harper*
Tom Swift and his giant magnet. Appleton, V. 50 c. *Grosset*
Topper takes a trip. Smith, T. $2.50 *Doubleday*
Underworld. Allen, T. $2.50 *McBride*
Uses of literature in the pulpit, The. McCall, O. $1.50 *Harper*
Vegetable fats and oils. Jameson, G. S. $6.50 *Chemical Catalog Co.*
Village Pompadour, The. Conquest, J. $2 *Macaulay*
Washington at Temple Hill. Corning, A. E. $1.50 *Lanmere Pub. Co.*
What time is it? Ilin, M. $1.50 *Lippincott*
While the clock ticked. Dixon, F. W. 50 c. *Grosset*
Wing for wing. Burtis, T. 50 c. *Grosset*

Old and Rare Books

Frederick M. Hopkins

IN LAST WEEK'S *New Yorker,* there was a character sketch of Frank Irving Fletcher, an interesting account of a man who is probably one of the highest-priced advertising writers. From this account we learn that one of Mr. Fletcher's jobs was the original Borzoi Books campaign for Alfred A. Knopf which was cited as an example of skill in combining elegance and utility; that he was one of the first ad men to go in for a dignified literary style; that his campaign for Técla pearls, when they were high-priced, is quoted in text-books on advertising; that he won a Harvard Award one year with an ad he did on an Atlantic City hotel. Until lately he has taken a deep interest in his library of first editions and other rare books, but on April 19, 20, 21, Part I of this library was sold at auction at the Anderson Galleries. It comprised first editions, presentation copies, autograph letters and manuscripts, the 1,217 lots bringing $40,459. Many desirable items brought low prices, others sold well. First editions of American authors, in most cases, sold as well or better than the first editions of English authors. Some interesting lots and the prices realized were the following: The Aitken Bible, the first Bible printed in America, 12mo, contemporary sheepskin, Philadelphia, 1782, $525; Burton's "Anatomy of Melancholy," small 4to, polished calf by Bedford, Oxford, 1621, first edition, $340; Carroll's "The Hunting of the Snark," 12mo, original red cloth, in solander case, presentation copy with 13-line acrostic presentation poem, London, 1876, first edition, $875; Crane's "Maggie of the Streets," 12mo, original wrappers, New York, 1893, somewhat defective, author's first book privately printed, $90; same author, "The Black Riders" 16mo, original boards, Boston, 1895, one of 50 copies printed on Japan vellum, Boston, 1895, $140; Dickens's Christmas Books, 5 vols., red morocco by Riviere, London, 1843-48, first editions, $95; Holmes's "The Autocrat of the Breakfast-Table," 12mo, original brown cloth, Boston, 1858, $110; Joaquin Miller's "Pacific Poems," 12mo, green cloth, London, 1871, $260; Poe's "Tales of the Grotesque and Arabesque," 2 vols., 12mo, boards, Philadelphia, 1840, $425; Ruskin's "King of the Golden River," square 8vo, original boards, London, 1851, first edition, $155; Thoreau's "A Week on the Concord and Merrimack Rivers," 12mo, cloth, Boston, 1849, first edition, slight repairs, $110; Whitman's "Leaves of Grass" small folio, original cloth, Brooklyn, 1855, first issue of the first edition, $700.

HERE ARE A few lots from the choice

library of John F. Talmage, of Mendham, N. J., comprising first editions, sporting books, English mezzotints, colored prints, and drawings of the 18th and 19th centuries, sold by the American Anderson Galleries on April 27, containing 302 lots which brought $15,539.50 that ought to make booksellers and booklovers watchful for the rest of the season, for it is a long time since they have had such opportunities: A collection of first, illustrated and other editions of Ainsworth, 30 vols., red levant by Riviere, mainly uncut, London, 1836-75, $75; Cambridge Classics, 20 vols., three quarters green levant, printed and bound at the Riverside Press, large paper limited edition, Boston, 1905-6, $55; a set of Dickens's Christmas Books, 5 vols., original cloth, in solander cases, London, 1843-48, all first issues of the first edition, $145; John Fiske's "Historical Writings," 13 vols., boards uncut, large paper illustrated edition limited to 250 sets, Cambridge, 1892-1904, $30; Gardiner's "Historical Writings," 15 vols., half levant morocco by Riviere, London, 1863-97, first editions, $45; a collection of the Novels of Thomas Hardy, including "Desperate Remedies," 39 vols., half levant by Stikeman, London, 1871-97, all first editions, $160; Jesse's "Historical Writings," 23 vols., levant morocco by Tout, London, 1840-75, all first editions, $20; Lever's "Writings," 51 vols., green levant morocco by Riviere, Dublin and London, 1839-72, all first editions, $80; and a collected set of Pater's "Writings," 9 vols., half levant by Riviere, London, 1873-96, all first editions, $35. Many other collected sets of first editions of English authors, and sets in fine bindings brought similar prices.

A CATALOG OF Dr. Rosenbach's unrivalled collection of juveniles entitled "Early American Children's Books," with an introduction by Dr. Rosenbach and a special foreword by A. Edward Newton, will be published this Fall by the Southworth Press. The edition is to be limited to 585 copies, and there will be a special edition of eighty-eight copies with some hand-colored illustrations and a copy of "The Tragi-Comic History of the Burial of Cock Robin" inserted. The rarity of many of these juveniles is well known. An interesting phenomenon of the catalog, as indicated by the prospectus, is its revelation of the "amazing fidelity of the change in juvenile reading matter, the change, too, in the outward character of the American child. The illustrations and descriptions depict the slow but determined growth from the child of Puritan New England to that of our own day."

AN ADMIRABLE LITTLE catalog of 134 lots, comprising first editions of American and English authors, together with a few lots of Americana, comes from the bookshop of Crompton T. Johnson, 27 Lewis Street, Hartford, Conn. It was printed at the Walpole Printing Office at New Rochelle, N. Y., and is a choice bit of unpretentious typography. A few lots will indicate the character of selections and range of prices: Emily Dickinson's "Letters," 2 vols., 1894, $30; Longfellow's "Hiawatha," 1855, in half morocco slip case, $70; Melville's "Redburn," 1849, $65; Thoreau's "Excursions," 1863, $30; and John A. Wakefield's "History of the War between the Sac and Fox Nation of Indians," etc., Jacksonville, Ill., 1834, $175.

PART I of the library of Americana formed by the late John S. Tilney, of Orange, N. J., a well-known member of the Grolier Club, will be sold by Charles F. Heartman at Metuchen, N. J., on May 13. This part contains a remarkable collection of source books relating to the history of the United States, together with a set of Sabin's "Dictionary of Books Relating to America," a set of the publications of the Prince Society, the Massachusetts Historical Society Collection, the New York Historical Society Collection, New England Genealogical Register, Niles Register, Notes and Queries, and many unusual runs of historical and learned publications. This catalog contains 590 lots which will be sold in two sessions, the first beginning at 11 o'clock, the second, at 2 o'clock.

Auction Calendar

Tuesday and Wednesday afternoon, May 10th and 11th, at 2:15. First editions, literary and historical, autograph letters and manuscripts. (Items 449.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.

Tuesday and Wednesday evenings, May 10th and 11th, at 8 o'clock. General library sale, including sets, first editions, fine bindings, limited editions, Americana, etc. (Items 545.) Chicago Book & Art Auctions, Inc., 410 South Michigan Ave., Chicago, Ill.

The Weekly Book Exchange

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Rev. Lawrence Bogle, Winston-Salem, N. C., is again ordering books from dealers. Again we warn the trade. He has no credit standing and no attention should be paid to his letters.

THE PUBLISHERS' WEEKLY.

BOOKS WANTED

Abbey Book Shop, Box 144, Lorain, Ohio

B.P.C. & B.A.R. Back issues.
Postage and Envelopes before 1865. No 3c.
First eds. before 1900.

Adelbert College Library, Cleveland, Ohio

Rose, H. J. Primitive Culture in Greece.
Saunders, C. Costume in Roman Comedy.
Shepherd, W. R. Atlas of Ancient History.
Terence. Phormio. Trans. M. H. Morgan. With Vatican Miniatures reproduced. 1894.
Fortune. Vol. 1, no. 2 to date.

Wilkins, c/o Air Law Review, Washington Sq., E., New York

Books, pamphlets and other material on balloons, flying machines and aeronautics.

Albany (N. Y.) Book Shop, 66 N. Pearl St.

Scott's Stamp Catalog. 5c. copies. Quote what you have. Make price right.

Alcove Bk. Shop, 936 B'way, San Diego, Cal.

Pratt. Composite Man.
House. Philip Dru, Administrator.
Walsh. Handbook of Literary Curiosities.

Archway Bk. Store, 47 N. 9th St., Phila.

Cosmic Symbolism. Sepharial.

Argus Book Shop, 333 S. Dearborn St., Chicago

Discovery and Conquests of the North-West. Rufus Blanchard. 1881 ed.
Beyond the Horizon. Eugene O'Neill. 1st ed.
Youth Walks on the Highway. Wetjen.
An Eye for an Eye. Darrow.

A. Asher & Co., Behrenstr. 17, Berlin W 8, Ger.

Cicero de natura deorum. Introd. Mayor. Cambridge Univ. Pr. Vol. 1 or set of 3 vols.

Associated Library Exch., 15 W. 44th St., N. Y.

Astronomical Observations. A. Elliott. Phil. 1820.
East and Accurace. A. Ellicott. Phil. 1798.
1st eds. of Dos Passos: 8 Harvard Poets; Facing the Chair; Manhattan Transfer; Commercial Trusts and Sts. of Night.
1st eds. of Schnitzler in Eng. Agnes & Bertha Garlan.
Reprint ed. of The English Spy.
1st ed. of The Conqueror. Atherton.
Valentine's Manuals. Complete set.
The Oneida Community.
Rubaiyat. Illus. Dulac.
Ramona. Jackson.
Illinois Crime Survey. D. Wigmore.
Sauzay. Wonders of Glass-Making.
Corwin's Doctrine of Judicial Review.
Little Lord Fauntleroy. Burnet. 1st ed.
Set of Jesuit Relations. 73 vols.

Associated Students Store, Berkeley, Cal.

Marie de France. Three Lays of Marie de France. 1911. Holt.
Vischer. Sketches of the Washoe Mining Region. 1862. San Francisco. Valentine & Co.
Bird, Robert Montgomery. Calavar. 1835. 2 in 1.
The Infidel. 1835. 2 in 1. Phila. Carey, Lea & Blanchard.

L. S. Ayres & Co., Bk. Dept., Indianapolis, Ind.

Dyer. Folk Lore of Shakespeare.
Brooke. Ten Plays of Shakespeare. Lectures; Ten More Plays of Shakespeare.

Joseph Baer & Co., Hochstr. 6, Frankfurt a/M., Germany

Wright. Enforcement of Internat. Law. 1916.
American Speech. Periodical. Vol. 1.
Clay. Legal Docum. from Erech of Seleucid/aera. 1919.
American Journal of Physiol. Vol. 53.
Davison. Freedom of the Seas. 1918.
Singer. Internat. Law. 1918.
Griffin. List of Reference on Recognition in Internat. Law & Practice. Washington. 1904.

Wm. M. Bains, 1713 Chestnut St., Philadelphia

Myers. Dangers of Crooked Thinking.

G. A. Baker & Co., 247 Park Ave., New York

Finlay & Reed. Tropical Diseases in Cuba.

Books Wanted—Continued

G. A. Baker—Continued

Kelly. Walter Reed and Yellow Fever.
Lunt Family Genealogy.

Baker & Taylor Co., 55 Fifth Ave., New York

Allibone. Poetical Quotations from Chaucer to Tennyson.
Arnold. Life of Benedict Arnold.
Becker. Declaration of Independence.
Borrow. Welsh Poems and Ballads.
Brackett. Poetry for Home and School. 2.
Braithwaite. Book of Georgian Verse.
Browne. Golden Poems.
Bryant. Best English and Scottish Ballads. 2.
Bryant. Yule Tide's Cheer. 2.
Carrington. Beacon Lights of Patriotism.
Carrington. The Quiet Hour.
Court. Cape to Cape to Cairo.
Cross. Hundred Great Poems. 2.
When the Ku Klux Klan Rode. Danier.
Dell. Safety Curtain; Tidal Wave.
Everstreet. Dialectic of Plotinus.
Ford. Every Day in the Year.
Ford. Washington and His Colleagues. 2.
Graves. Book of Irish Poetry.
Helps. Songs and Ballads from Over the Sea.
Hudson. Promised Land.
Linn. Golden Gleams of Thought.
Lounsbury. Yale Book of American Verse.
Marsland. Interpretative Reading.
Matthews. American Familiar Verse.
Monroe. Miscellaneous Readings. 2.
Mudge. A George Eliot Dictionary.
Pancoast. Vista of English Verse. 2.
Potter. Castle of Twilight.
Ricci. Romanesque Architecture in Italy.
Rice. The Humbler Poets. 1885-1910.
Riddle. Modern Reader and Speaker.
Rousseau. Emile. Trans. Payne.
Rowland. Little Gods.
Taylor. Origin and Growth of the English Constitution.
Thomson. The Corpuscular Theory of Matter; Electricity and Matter.
Wells. A Satire Anthology; Whimsy Anthology.
Wharton. Martha Washington.
Wilson. Living Pageant of the Nile.
Anthony. The Gang.
Green. House of the Whispering Pines.
Lynd. Dr. Johnson and Company.
Smith. O. Henry Biography.
Stephenson. Shakespeare's London.
Tarkington. Ramsay Millholland.
Wilson. Merton of the Movies.
Rinehart. Tenting Tonight.
Bradford. Moody, a Worker in Souls.
Azuela. The Under Dogs (los de abajo).
Gordon. From Serbia to Jugo-Slavia.
Longstaff & Atteridge. Book of Machine Gun.
McCormick. Characterology.

Banner Library Service, 114 Fourth Ave., N. Y.

Steegman. Bianca Cappello.

Baptist Bk. Store, 517 N. 22nd St., Birmingham, Ala.

A History of Science. H. S. Williams. Pub. Harper Bros.

Bargain Bk. Store, 406 - 15th St., Denver, Col.

Bryan. A History of the National Capital. Macmillan. Any vols. except Vol. 1.
Hodge. Handbook of Amer. Indians. Cloth. Vol. 2 only.

Barnes & Noble, 76 Fifth Ave., New York

Seth (Pringle-Pattison). Hegialianism and Personality. Scribner.
Set of Joannis Duns Scoti Opera Omnia. Vives ed. of 26 vols. pub. at Paris, 1893.
Richards. Ore Dressing. Vol. 1. 1st ed. 1903. McGraw.
White, S. E. The Forty-niners. 1920.
Seth (Pringle-Pattison). Man's Place in the Cosmos.
Dictionary of Nat'l Biography, British. Reissue ed. of 1908 in 22 vols.
Baldwin. Dictionary of Philosophy and Psychology. Vols. 1 & 3. Macmillan.
Wyckoff. Tape Reading, Wall St. Journal.
Watson, T. E. Life and Times of Andrew Jackson. Jeffersonian Pub.

Beyer's Bk. & Art Shop, 8 E. 29th St., N. Y.

Bergson. Immediate Data of Consciousness.

Edward T. Biddle, West Chester, Pa.

Stuck. 10,000 Miles with Dog Sled.

A. F. Bird, 22, Bedford St., London, W.C.2, Eng.

American Bulletin. No. 25. Feb., 1918.

Bobbs-Merrill Co., 185 Madison Ave., New York

An Odd Jewel. Warren McLeod. Pub. Abby Press.

Book Barn, Route 1, Ridgefield, Conn.

Int'l Studio. Nov., 1908.
Cornhill Magazine. Nov., 1924.
Any books about Lord Nelson.
Any 1sts. Barrie, Galsworthy at reasonable prices.
Only Yesterday. 1st. Fine.

Book Cellar, 821½ S. Hope, Los Angeles, Cal.

Kwaidan. Lafcadio Hearn. Limited Editions Club.

Book Exch., 312 N. Washington Ave., Scranton, Pa.

Sinclair, May. The Helpmate.
Funk & Wagnalls Unabridged Dict.
Scheer. Germany's Great Sea Fleet. 5.
Mahan. Naval Strategy. 5 copies.

Book & Quill, 315 Whitney Ave., New Haven, Ct.

Mr. Currier and Mr. Ives. 1st ltd., signed, with wrapper.

Book-Shelf, 76 Young Hotel Arcade, Honolulu, T. H.

Compton Mackenzie. Extraordinary Women; Vestal Flames.

Book Shop, 103 N. 2nd St., Harrisburg, Pa.

Van Vechten. Tiger in the House; Peter Whiffle. 1st eds.

Book Stall, 209 E. 2nd St., Flint, Mich.

Max Eastman. Sense of Humour.
Confusion of Tongues.

Book Supply Co., 564 W. Monroe St., Chicago

Haslett. Luck On the Wing. Published by E. P. Dutton & Co.

Booke Shop, 4 Market Sq., Providence, R. I.

Sassoon. Heart's Journey.

The Bookery, 1647 Welton St., Denver, Colo.

Poems of Adelaide Manola.

Charles Bragin, 1525 W. 12th, Brooklyn, N. Y.

Dime Novels. Boys' 5 and 10 cent libraries and weekly story papers published by Beadle, Beadle & Adams, Tousey, Munro, Ivers, Street & Smith, DeWitt, and others.

Brentano's, 63 E. Washington St., Chicago

Put each quotation on Separate Card.
Manufacture of Candles. Calderwood.
Mexico Today and Tomorrow. Trowbridge.
Training for Professional and Allied Vocations.
Our Unseen Guest. Pub. Harper.
Fire and Flesh. Henderson.
Amalia. Marmol.
Crystal Icicle. Keith.
Zugassent's Discovery. Miller.
Letters Archie Butt. 1 vol. ed. Doran.
Fifty Years of Journalism. Stone.
Autobiography Emmett Dalton.
Blue Scarab. Freeman.
Virgil's Aeneid. Trans. Morris.
How to Write Clearly. Abbott.
Through Hell with Hiprah Hunt. Young.
King of Elfland's Daughter. Dunsany.
Little Brothers of the Rich. Poems. Martin.
Art and Science Per. Magnetism. Dumont.
Ganot's Physics. With colored plates.
By Dog Sled for Byrd. 1st ed. O'Brien.
Horatio Alger. Mayer.
History Joseph L. Meek. Mrs. Victor.
My Children's Ancestors. Rev. Cross.
The Fugitive Blacksmith. Stewart.
Heart's Haven. Blake.
Painted Pig. Morris. 1st ed. Mint.
Crucifixion by ar Eye Witness.
Roth Memory Course.
Mrs. Beeton's H. H. Management. Old ed.
My Adventure with Your Money. Rice.
Sources of Augustine's De Civitate Dei. Angus.

Brentano's, 1 W. 47th St., New York

Abbott. Israel in Europe.
Allen. Toward the Flame.
Blackwood. Centaur.
Brady. McGillicuddy's Papers.
Brooks, Chas. Luca Santo.
Carleton. One Way Out.
Colcord. Roll and Go-Songs of Amer. Sailormen.
Comstock. World Revolution.
Eastman. Sense of Humor.
Gjellerup. Pilgrim Karmenita.
Kant. Critique of Practical Reason.
King. Discovery of God.
Kino. Kino's His. Memoirs of Pimeria Alta. 1919.
Hart. Violin and Its Music; Violin, Its Famous Makers and Their Imitators.
Hill, Jr. Senator Benj. H. Hill of Georgia, His Life, Speeches and Writings.
Ingalese. Mata the Magician; Linked Lives.
Knibbs. Songs of the Trail.
Lear. Illus. Excursions in Italy.
Lewes. Biog. His. of Philosophy.
Life of Wm. Lloyd Garrison. By his Sons. 4 vols.
McCarthy. Lady of Loyalty House.
Madach, Imre. Tragedy of Man. In Eng.
Malham, Dembledy. Key to the Bronte Works.
Mathews. Belle's Pink Boots.
Mayo. Polly of the Circus.
Mitchell. Practical Gilding.
Moore. Economic Cycles, Their Law and Cause.
Morley. Ex Libris Carissimis. 1st ed., 1st issue.
Murray. Music of Most Ancient Nations.
Pinkerton. Hudson's Bay Company.
Powys. Religion of a Skeptic.
Ramacharaka. Gnani Yoga.
Rice. Voyage to Purilla.
Scott. Seasonal Cook Book.
Smith. World's Earliest Music.
Somerville. ABC of Hunting.
Upward. Secrets of Courts of Europe.
Walpole. Jeremy and Hamlet.
Wood. Ideal Photography Through Auto-Suggestion.

Weekly Book Exchange

Brentano's—Continued

Phyfe. 5,000 Facts and Fancies.
Three Normandy Inns.
Surtees. Set. Jorrocks edn. Cloth.
Barton, Col. Wm., Life. Williams.

Brentano's, 1322 F St. N.W., Washington, D. C.

Whiting. The Brownings, Their Life and Art. Boston. 1911.
Oman. Art of War in the Middle Ages.
Madison's Debates in Federal Convention. Ed. by Hunt & Scott.
Penhallow. Manual of North American Gymnosperms.
McIlhenny. Wild Turkey and Its Hunting.
Adams. Theory of Revolution.
Nicolay. Our Capital on the Potomac.
Stalin. Leninism.
Hearn. Romance of the Milky Way.
Town and Country for Mar. 15th, 1929.

Brick Row Book Shop, 42 E. 50th St., N. Y.

Ford Madox Ford. Return to Yesterday. 1st English ed.
Alexander of Russia. Once a Grand Duke. 1st.
Recollections of William Finaughty, Elephant Hunter, 1864-1875.
Smith. First 40 Years of Washington Society. Scribner. 1906.
Thoreau. Writings. 11 vols. Riverside Press.
Herbert. Illuminated Manuscripts.
Newton. Bibliography of Sargent; History of Moses; Parnassus on Wheels, Newton introd.

Bridgman & Lyman, Northampton, Mass.

Cardinal Newman. Gentleman.

M. H. Briggs, 506 S. Wabash, Chicago

Best prices in quick cash for following:
Western History: Any book, pamphlet, map, view, manuscript, early magazine or newspaper files, dealing with the pioneer history of any state west of Pennsylvania.
Overland Journeys to the West.
Narratives of Explorers and Pioneers.
Tales of Indian Fighting and Captivities.
Pony Express, Overland Stages and Mail.
Western Gold Fields and Mining Life.
Cattle Trade, Ranch and Cowboy Life.
Santa Fe Country, Trade and Traders.
Rangers, Outlaws, Vigilance Committees.
Railroads, especially to Pacific.
Chicago. Directories, street maps, views, guides, almanacs, etc., before 1871.
Abraham Lincoln. Autograph material, photogs., colored portraits, cartoons, songs, songsters. Unusual books, pamphlets, broadsides, entirely by or about Lincoln. Any date or language.
It will pay well to quote anything above.

Britannica Bk. Shop, 342 Madison Ave., N. Y.

James Whitcomb Riley. Old Sweetheart of Mine. Drawings by Howard Chandler Christy.
Maude S. Welch. Vrouw Knickerbocker.
Frances Frost. Blue Harvest.
Huxley. Crome Yellow. Sun Dial ed.

B-way Bk. Shop, 136-69A Amity, Flushing, L. I.

Hervey. Israfel.

H. R. Burgess & Co., 149 Newbury St., Boston

Haldane. Descartes, His Life and Times.
Bruce and others. The Fight for Everest.
Halsey. Homes of Our Ancestors.
Pemberton. Roses. (Longmans.)

Books Wanted—Continued

Burton's, 1243 St. Catherine St., W., Montreal
Rashdall. Mediaeval Universities.
Stiles. History of Windsor—a Book of Genealogy.
R. de M. Wyckoff. How to Read a Tape.

E. C. Buxbaum, 1811 E. Wood Pl., Milwaukee, Wis.
National Geographics, 1888-1905. No offers.

Cadmus Bk. Shop, 342 W. 34th St., New York
Welles, L. W. Asylum. 1903.

Campbell & Leunig, 8 E. 12th St., N. Y.
Files of New York and Detroit Newspapers of 1879.
General History of the Music Trades.
Moore's History of Printers, Printing, Publishing and Editing.
J. K. Crook. The Mineral Waters of the U. S. and Their Therapeutic Uses. Lea Bros., 1899.

Campion Bk. Store, 520 Summit, Toledo, O.
Scott. Ann's an Idiot.
Bristling with Thorns. Old fiction.
Military Hospital Administration. Any.
Mathewson. Pitching in a Pinch. Any ed.
Any Books on Pigeons.
Orestus Brownson's Works.

Cape Ann Old Bk. Shop, Rockport, Mass.
Burr, Anna R. The Autobiograph. 1909.
Hammerton, Philip G. Etching and Etchers.
Pennell, Joseph. Etchers and Etching.
Tittle, Walter. Any.
U. S. Geological Survey. 9th Annual Report. 1887-1888.

C. J. Carrier, Bridgewater, Va.
Odd vols. of the following, all 1sts:
Hening, W. W. Statutes at Large of Va.
Alcott. Little Women.
Foot, W. H. Sketches of Va.
Cooper. Deer Slayer.
Mead, Bishop. Old Churches, etc., of Va.
Irving, W. Knickerbocker's Hist. of N. Y.
Mackenzie, G. N. Col. Families of U. S..
Federalist. 1788.

Carteret Book Shop, 43 Halsey St., Newark, N.J.
Dix. Making of Christopher Ferringham. Macm.

Casanova, 2611 N. Downer Ave., Milwaukee
Wise. Conrad Bibliography.
Prideaux. Stevenson Bibliography.
Werner. Life of Barnum. $1.00 ed.
For the Love of Jim. This is a clever little after-dinner story.
Hemingway. Men Without Women; Sun Also Rises; In Our Time; Three Stories and ten Poems. 1sts. d/w.

Caspar, Krueger, Dory Co., 772 N. Water, Milwaukee
Bhagavad Gita; Gnani Yoga. 3.
Freud. Interpretation of Dreams.
Ross. Theory of Pure Design.
Tower. Germany's River of Romance.
Fleischmann. Blending.
Potts. Dictionary of Bible Proper Names.
Homiletisches Reallexikon. 5 vols.
Stearns. Who Made God?
Book Trails.

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"Business and Business Only" 1938
Ellis W. Meyers states the aim of the convention in an interview.

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The second of three installments takes up the questions of price maintenance, remaindering and purchasing methods.

Editorials 1944
Pulling Together; No Good Is Done; College Bookstore Association Convention; Publishers' Output Shows Little Decrease in Number of New Titles.

P. W. Form-Sheet 1946
"The Good Earth," "Three Loves," "Bright Skin" and "Magnolia Street" are the Big Four of the spring fiction.

Jewish Book Week—May 22-28 *by Fanny Goldstein* 1948

Pulitzer Awards Announced 1949
"The Good Earth" wins the fiction award and "Of Thee I Sing" is given the drama prize.

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Old and Rare Books *by Frederick M. Hopkins* 1976

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Books About Bookmaking *by Dr. H. Lehmann-Haupt* 1953

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Forthcoming Issues

Just one more issue before the Booksellers' Convention, the May 14th, will be the Pre-Convention Number. Marion Dodd's article, "Fourteen Points: Or What Will Take the Curse Out of the Book Business," which began last week, will be concluded in that number. Alfred van Ameyden van Duym discusses with booksellers their mistake of deserting the virtues of their honorable calling in an effort to compete with the methods of the drug store.

Marsh K. Powers of Cleveland has written for us an article called "On the Buying of Books" in which he says: "Books are decidedly unlike other retail merchandise. They do not need to be fitted to my feet, measured to my *embonpoint* nor shaped to harmonize with my physiognomy. The color of the binding is not a determining factor. Though, in many lines, I insist that the article I buy shall bear a certain favorite manufacturer's brand name and trademark, no such limitation governs my book purchases. It is almost never a question as to whether I will choose Publisher A's volume on a given topic in preference to Publisher B's offering. If the topic interests me vitally, I will buy both. Books, without question, lend themselves ideally to catalog-selling."

In the same issue Alice Brown of the Greenwood Book Shop, Wilmington, Delaware, will write on "How a Circulating Library Can Help the Actual Sale of Books."

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